

# S.B. COUGH DROPS

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When the "forty-niners" stampeded for the gold belt, they took: "Smith Brothers" with them. For a couple of score of years "S. B. Cough Drops" have been dispensed at every city, town and crossroads drug counter in America.

With this kind of established distribution and longtime good will staring at you, you would think the chances of interesting an experienced, old-line house

somewhat slim-yes?

The third Smith generation now holds the reins. There is young blood in every department of this 70-year-old business. So Smith Brothers listened and about two years ago joined the happy family at Advertising Headquarters. Recently they completely reorganized their selling methods.

The first nine days of September, 1916, saw more business than the whole of September, 1915, and

September is one of the big months.

Now a new factory has been built with a capacity

of twenty tons a day.

Smith Brothers like to tell how Ayer & Son merchandising suggestions have helped to put an enormous increase on their books this last twelvemonth.

### N. W. AYER & SON

Advertising Headquarters PHILADELPHIA

New York Boston Chicago

# The Truly "Big" Circulation

A PAPER may have a million subscribers and still have a small circulation.

Because big circulations aren't matters of figures but of percentages!

If there are ten million people in the class to which the one-million-circulation paper appeals—

—then for all its big figures that paper is strong enough to reach only one-tenth of its possible readers!

Of course no paper could appeal to every member of its class. That is the ideal, but it takes splendid editing to interest even one out of four or five possible readers.

Yet Standard Farm Papers have for years maintained circulations totalling from one out of three to one out of two possible readers.

That is real big circulation.

It means that in their chosen field these papers have the editorial power needed to make it possible to renew, in many cases, a large percentage of their subscribers from year to year.

We will gladly give you information as to the circulation value of the Standard Farm Papers.



### THE STANDARD FARM PAPERS

ARE

The Michigan Farmer
Established 1843
Prairie Farmer, Chicago
Established 1841
Pennsylvania Farmer
Established 1880

The Breeder's Gazette
Established 1881

Hoard's Dairyman

Established 1870

Wallaces' Farmer

Wallaces' Farmer

Established 1895
Progressive Farmer

Established 1886
Birmingham, Raleigh

Memphis, Dallas
The Wisconsin Agriculturist

Established 1877

The Indiana Farmer
Established 1845
Pacific Rural Press
Established 1870

The Farmer, St. Paul

Established 1882
The Ohio Farmer

Established 1848

WALLACE C. RICHARDSON, Inc.
Eastern Representatives
381 Fourth Ave., New York City

GEORGE W. HERBERT, INC.
Western Representatives
Advertising Bldg.
Chicago

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All Standard Farm Papers are members of A. B. C.

# PRINTERS' INK

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893 VOL. XCVII NEW YORK, OCTOBER 26, 1916 No. 4

### The Rise of Pin Money Pickles a Human-Interest Story

First Year's National Advertising Increases Twenty-Eight Per Cent a Demand That Had "Stuck"

Based on an Interview with

### Hugh T. Kidd

Manager for Mrs. Kidd, Inc., Richmond, Va.

WHEN President Wilson spent his honeymoon at Hot Springs, Va., no time was lost in placing in various mediums an advertisement featuring the menu card of the hotel where the Chief Magistrate and his bride were stopping. It was the portion of the menu card devoted to relishes that was made to stand out in the advertisement, and ringed by pen or pencil line, as though an epicure were indicating his preference, was the item "Pin Money Pickles."

This was no chance capitalization, however, of an advertising element in the news of the day. Rather was it merely a timely exemplification of a long-established advertising policy. For a third of a century Pin Money Pickles were advertised only by specification on the menus of famous and expensive places to eat. When it was decided a year or so ago to increase the momentum of this oldestablished, conservative business by means of national advertising the makers availed themselves of their best asset-menu cards furnished the advertising copy.

"Not on the menu merely as a 'pickle'" was made the dominant slogan, and to drive home the truth, there were reproductions of the dinner and luncheon cards of well-known hostelries, such as the Chalfonte at Atlantic City, the Ponce de Leon at St. Augustine, the Chamberlin at Fortress Monroe, as well as bills of fare from

dining and restaurant cars of the Pennsylvania and Santa Fé railroads. Later there was inaugu-rated in smaller space a series of advertisements, "Famous Hotels of America," in each of which appeared by way of illustration a picture of the hotel eulogized and a reproduction of the menu card of that particular institution, disclosing, of course, the entry of pickles declared to be "so uncommonly good that they appear by name.

#### A PIONEER SALESWOMAN

Pin Money Pickles had their origin upward of two-score years ago in Mrs. E. G. Kidd's home kitchen in Richmond, Va. to this time not much has been said in the advertising about the recipe used, although the cards for the Broadway subway cars with their introductory, "From Old Virginia," will begin to play up that phase. But as a matter of fact the fancy spicing of the pickles has been responsible for their control of their control. much of their prestige. While Mrs. Kidd receives an average of one request per week from women who wish her to disclose her "formula" this recipe has always been guarded as a state secret, although she has let it be known that to such unusual ingredients as claret are due the exceptional flavors obtained.

First sold at church fairs and to friends for pin money, Mrs.

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Kidd's pickles naturally acquired the name that has stuck to them ever since and is now duly trademarked. It was not many years, as the Kidds express it, until the pin-money pickles became "breadmoney pickles." Mr. Kidd abandoned the insurance business to work with his wife and in due course a son entered the business as an executive. A glorified kitchen was erected on a large scale in the rear of the Kidd residence and, as the business grew, this was succeeded by the present



MRS. E. G. KIDD

modern plant, a six-story brick building, located, for convenience in shipping, directly on the railroad. Through it all, however, Mrs. Kidd has remained the guiding spirit and that the hotel menus were made the means of introducing the pickles to private homes has been due entirely to her initiative.

The entering wedge was made at the famous old Hygeia Hotel, long since demolished to make way for the modern fortifications at Fortress Monroe. Mrs. Kidd sold a quantity of her pickles to the hotel, and better yet, induced the management to mention the pickles by name on the menus. A

trip to Chicago to visit relatives incidentally resulted in certain conquests in that city, notably that of the Pullman Company, and the sales on that trip, aggregating \$2,500, were significant as the initial achievement of a distributer who is perhaps entitled to rank as the pioneer traveling saleswoman of the country.

### EARLY IDENTIFICATION BY NAME AT HOTELS

From that time the hotel, club and café trade was worked for all it was worth and a huge file of menus in the office of Mrs. Kidd, Inc., attests how frequently the foremost institutions have been induced to list her pickles by name. This, moreover, was years prior to the earliest listing of Beech-Nut Bacon or any of the other branded edibles that now derive publicity via hotel menus. At the outset price concessions on orders of pickles were made to hotels, clubs, etc., that agreed to identify them by name, but as time went on mention was obtained in innumerable cases without any consideration or even request. Lesser hostelries that sought to imitate the famous hotels copied the Pin Money listing as evidence that their meals ran true to form, and various purveyors of table-d'hote dinners have specified the product by way of evidence of the quality of the viands served.

Menu cards having proved pullers during a long term of years it was but natural that the management should lean heavily on this factor when it was decided a little more than a year ago to have recourse to national advertising in the larger sense. The infusion of young blood in the management of the pickle plant was responsible for the turn to national advertising. For five or six years previous to this departure in policy the business had been suspiciously stagnant, that is to say, annual increases did not exceed a few per cent. That the remedy prescribed was the proper, one seems to be indicated by the circumstance that for all that the initial appropriation was a modest one, the gross sales for the year

# The Subscriber Says It's Worth It

In a recent issue of the Christian Herald we announced to our readers that the subscription price of the Christian Herald would be raised from \$1.50 to \$2.00 per year. As a result of this announcement many of our readers from all parts of the country have written assuring us that they will willingly pay the increased subscription price.

Following are a few copies of letters received:

"Some time ago I noticed that after November 10th your subscription price would be raised. I have often wondered how you could put out such a good and interesting paper for the price."

(V. G. Sanders—Cal.)

"I cannot think of doing without your excellent paper, which comes to me every week as a most welcome guest with its message of helpfulness and good cheer, and I pray that you may long be permitted to continue its mission of usefulness." (Mrs. Warren Mayo—Colo.)

"It is well that you have called my attention, as your subscriber, to the increased cost of material with which you have to contend, and that an advance in price is necessary. Most willingly and cheerfully do I comply. I have often asked myself the question as to how you could send us weekly such a beautiful and valuable paper for the price we have been paying. There is no periodical I appreciate more and look forward to with greater interest, and I am in receipt of many others. That God's richest blessing may attend your efforts in extending the cause of Christ and the assisting and uplifting of humanity in general is the wish and prayer of your affectionate subscriber."

(Mrs. Martha B. Thornton-Cal.)

"We shall be very willing to pay a higher fee for the Christian Herald. Have taken it for many years and cannot do without the help it gives us." (Mrs. A. G. Pinder—Kansas)

(Originals of the above and hundreds of others shown on request)

### THE CHRISTIAN HERALD

Member Audit Bureau of Circulations

BIBLE HOUSE, NEW YORK

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modest e year showed an increase of twenty-

eight per cent.

Ultimately Mrs. Kidd, Inc., will employ national advertising to popularize Pin Money Pickles with what is known, for lack of a better term, as the great middle class. Two general lines of argument will be followed. One will be designed to prove that these delicacies, so long associated with

elaborate hotel meals. are equally valuable in the diet of the simple home table. The other will lay stress upon the fact that, contrary to general belief, they are not unduly ex-

pensive. The present

menu advertising has been made a means of holding the old hotels in line and recruiting new ones as contributors to the fame of Pin Money Pickles. Reprints of the magazine copy have been circulated to big list of hotels and the intimation veyed that Mrs. Kidd will reciprocate mention of her pickles on the menus by mention of the hotels in her advertising.

FAMOUS HOTELS OF AMERICA I The recognized standard relish in famous eatingplaces, are made as only a woman could make them. They will captivate your taste. Phone your grocer today, or Send 10 cents and we will ship, prepaid, a one

COPY FEATURING ONE OF THE HOTELS WHICH MENTIONS PIN MONEY PICKLES ON ITS MENU

meal size bottle.

MRS. E. G. KIDD, Inc.

al propositions to dealer

Richmond, Va.

HOW MEDIUMS ARE CHOSEN

The effort to establish Pin Money Pickles as an article of quality for the discriminating consumer has influenced to a considerable extent the selection of mediums thus far employed. Choice of periodicals has been further swayed by a conviction on the

part of the Richmond firm that the small towns and country districts are a barren field for the branded product because of the fact that the average woman in the rural districts prepares her own pickles. Furthermore, the weight of the special glass jars in which the pickles are packed, and the consequent high postage charges, leaves no chance of profit in the

mail-order proposition indeed the trial size sent postpaid at ten cents, as per the offer in all copy, is sold at a loss that must be charged up advertising.

This reversal of the usual a d vertising logic-this studied neglect of the farms and villagescaused the manufacturers hesitate long before including in their initial list of mediums a prominent women's magazine, supposed to be strong in the small towns, and another fashion magazine, exemplifying the most advanced ideas in dress, was frankly chosen because of belief in its classappeal. A popular review of

current events, employed because of its supposed dealer-influence, proved a surprise in its low cost of replies which came mostly from men.

Distribution is undergoing already something of that same evolution that has just been forecasted as in prospect for the advertising. The old slogan, "The Quality

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PRACTICALLY every farm tractor manufacturer in the United States cooperated last summer in a series of practical demonstrations throughout the United States.

To The H. K. McCann Company was left the development of some one central idea limited by a small appropriation—to which might be joined all the accessory publicity.

The success of the demonstrations proved the efficacy of the now famous poster.

"Advertising Service", a booklet, will be sent upon request.

### THE H. K. McCANN COMPANY

New York San Francisco Cleveland Toronto
IN NEW YORK AT 61 BROADWAY

Grocer Always Sells Pin Money Pickles," has been supplanted in the latest copy with "Sold by Good Grocers Everywhere." This really tells the story of an interesting change of attitude. tion still impels Mrs. Kidd to seek first the trade of the highly esteemed quality stores and specialty shops in the grocery trade and when concessions of any kind are to be made for window displays it is such an establishment that is solicited, but no exclusive agencies are granted. The traveling salesmen are instructed to strive to sell every grocer, big and little; and the success of a big drive in the store of Abraham & Straus in Brooklyn has sent the manufacturers hard after the business of the department stores.

The facilities of the department stores for staging demonstrations has admittedly been an influence in drawing the firm to this outlet. Mrs. Kidd tried house-to-house demonstrating, but the demonstrator did not sell enough goods to pay her salary, whereas demonstrations each covering a month or more in leading department stores or at food shows have invariably proved remunerative.

#### VALUABLE DEMONSTRATION EXPERI-ENCE

While the department stores are favored for demonstrations, there is on the part of Mrs. Kidd, Inc., a strong leaning toward the large store with well-to-do clientèle as the ideal scene of special sales such as constitute one of the foremost selling tactics of the Pin Money campaign. special sale usually continues for a week or more to the accompaniment of any special window displays and store trim that can be secured. However, the mainspring of the proposition is found in the offering of special inducements to the sales force of the store. Each salesman is offered an extra cash commission of two or three cents per bottle (twenty-five or thirtyfive cents size) on each bottle of pickles disposed of during the continuance of the sale, and in addi-tion is assigned a liberal allowance of the goods for use in sampling in order that he may be able to acquaint his regular customers with the product he is trying to push.

ing to push.

The conduct of these special sales has brought the management in close contact with the broad problem now so interesting to most manufacturers of how far retailers will permit manufacturers to go in interesting and educating the sales forces in the stores. The experience of the Pin Money field force would indicate that there is as yet no unanimity of sentiment on this score even among merchants so progressive as the owners of the high-grade grocery stores. Some merchants, while taking on the special sale proposition, do not take kindly to the idea of an outsider tampering with the sales force beyond offering the cash bonus on sales. In a majority of instances, however, the company's missionaries have had no obstacles put in their way in the realization of an ambition to educate the sales force on the proposition. It is not always practicable to assemble the store force for a special lesson on Pin Money salesmanship, but as an alternative each member of the force can usually be seen individually and posted as to the merits and unusual attributes of the Usually, too, the Kidd representative gives each salesman a bottle of the pickles to take home so that his wife and family may pass judgment on the goods before the special sale begins. These special sales have, on occasion, boosted sales in a single store more than \$1,000 above nor-

#### NO RIGID DISTRIBUTING RULES

When it comes to getting distribution the Pin Money people seem to be somewhat in the position of the man who said his locality had plenty of weather but no climate. Mrs. Kidd, Inc., has a very definite business policy, but no hard and fast rules. For example, while the Richmond house is by no means addicted to the free-deal habit, that expedient is not scorned under all circumstances and the concern has sev-

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Average Net of the Brooklyn Standard Union, Six months to October 1st, 1916

Sunday - 76,955 Daily - - 63,001

The only A. B. C. newspaper in Brook-lyn

eral times been on the verge of yielding to the blandishments of the promoters of the so-called one-cent sales. Jobbers are not rigidly protected in their territory and the big retailer whose orders are of a size to entitle him to the best quantity discounts is allowed to buy just as cheaply direct as any jobber can buy. The feeling seems to be that the jobber's day is passing and that it behooves the producer to sew up the big independent retailer.

### PRICE-CUTTING WORRIES IN THE BACKGROUND

The makers haven't had much trouble with price-cutting-partly, doubtless, because they haven't allowed themselves to worry over Their theory is that given a high-grade food product, so firmly entrenched that persons who relish it will pay any reasonable price, there is little object in pricecutting such as attracts the frugal housewife who is ambitious to save a penny on soap or sugar. Taking this view of the situation, they have not protested when this or that firm (including quality stores where competition is keen) have seen fit to cut prices a few cents, and on the other hand they have shown no agitation when some retailers have regularly sold the pickles for more than list.

A circumstance that has enabled Mrs. Kidd to dodge some of the worries incident to price-cutting in the retail stores is that the packages in no instance bear the retail price and in the magazine advertising prices other than on the trial bottle have been mentioned inconspicuously, if at all. Indeed, it is admitted that strong influence has been brought to bear by retailers to have the soft pedal put on price-advertising. Furthermore, the difference in freight charges due to the bulk of this glass-bottled product renders it impossible, in the estimation of the Kidd management, to fix uniform prices applicable in all sections of the country, as is the case with Uneeda Biscuit or other food products having less weight to the package and requiring less careful packing for shipment.

Any worries that Mrs. Kidd, Inc., has been spared on the score of retail price-cutting have been counterbalanced by the pressure for the goods for private branding. Thus far the firm has held out pretty firmly against supplying its unique edibles under private brand, but the bait of bigger and bigger orders has been dangled before it as the penchant for private branding has increased. One deterrent that has restrained Mrs. Kidd is fear of the conse-quences if epicures were to find on the market another brand of pickles possessing the virtues heretofore existent only Moneys. Even more disturbing is the danger that a private-brander, having let the fact leak out that his goods were put up in the Kidd kitchens, would offer the private brand at a price sufficiently low to kill the demand for the latter in his territory.

#### OTHER PRODUCTS COMING

It is interesting to note, as bearing upon the trend of the times in food lines, that the manufacturer feels at a decided dis-advantage in not having a "fam-ily" of products that can be marketed through the same channels, as are the Heinz 57 varieties. Pin Money Vinegar, which has not yet made its advertising bow, has lately been brought forward to reinforce the seventeen different kinds of pickle, and in pursuance of the same policy the Kidd kitchenists are now at work upon a new meat-andsalad dressing that aims to be "different." An interesting question of policy that has cropped up just here and that is as yet unanswered by Mrs. Kidd is whether a distinctive and superior product such as Pin Money Pickles can safely be made to carry along with it other food specialties which, while first class, are not so pre-eminent as the sponsor, or whether it would be unsafe to hook up with Pin Money Pickles anything less exceptional in its way than the pickles, for fear purchasers finding a newcomer not quite up to the exalted standard of the pickles, would lose confidence in the whole line.

# The Outlook

Announces

# A Change in Form

Beginning with the issue of January 3, 1917, The Outlook will be published in enlarged form, the size of the page being 9x12 inches, with an entirely new type dress throughout. The advertising rates will be as follows:

One Page 7¼ x10½ in. (441 lines) \$300 One Column 2¼ x10½ in. (147 lines) 100 Two Columns 4¾ x10½ in. . . . . . 200

Rate per Line 85 cents, Three Columns to the Page

# The Outlook Company

381 Fourth Avenue, New York

TRAVERS D. CARMAN Advertising Manager

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#### Advertising of an English School

School advertising in England has not reached the development that it has in this country, and it is, as a consequence, interesting to note how one quence, interesting to note how one school there has been won over to con-sistent advertising. Mark Meredith, an advertising writer located in Liverpool, has written PRINTERS' INK regarding

the school's publicity.

The institution, Ellesmere College, is located in Shropshire. "If you know the English school at all," Mr. Meredith writes, "you will know that it is

#### YOUR BOY'S EDUCATION

#### ELLESMERE COLLEGE, SHROPSHIRE

ge is highlidy abusted to give from all contras of the Brit is ment the requirements of Pr pinteresque cours minh lales, Co

beliest information will be supplied on application to HEADMASTER, Room 4, Elicomore College, Salop.

very conservative, and it was only after a big effort that I got the governors of the college to shift from their old-style announcements. They have now found out that my methods have given results and they leave me a free hand."

One of the measuring advertigements.

One of the magazine advertisements which is enclosed with Mr. Meredith's letter is illustrated with a half-tone of the school and the copy is displayed in a manner similar to the present-day advertising of American schools.

### Agnew Joins Chalmers

W. L. Agnew, formerly advertising manager of the Hudson Motor Car Company, has been appointed director of advertising of the Chalmers Motor Company.

### Maxwell Joins Erwin & Wasey

Lloyd Maxwell, formerly Western manager of the American Sunday Maga-sine, has joined the staff of the Erwin & Wasey Company, of Chicago.

### L. C. Harte Joins Presbrey

L. C. Harte, who has previously represented the Lyddon & Hanford Co. in Syracuse, N. Y., has become the representative of the Frank Presbrey Company in the same city.

### General Tire & Rubber Co. Appoints Agent

The General Tire & Rubber Company, of Akron, Ohio, has placed Theodore F. MacManus, Inc., Detroit, in charge of its advertising.

#### Summer Hotels May Unite in Advertising

Contrary to the anti-advertising policies of hotelmen's organizations in some cities and in some entire State organizations, the Michigan Hotel Keepers' Association is backing with energy a plan for advertising the summer hotels of the Copper Country section of Michigan during the coming season. L. S. Pearson, secretary of the Hotelmen's Association, was recently asked to discuss the subject at a meetical heat agreement of the coming the summer of the su ing of hotel owners in Houghton, Mich., and within the next thirty days a cam-paign may be mapped out to an extent sufficient to interest both agencies and publishers.

publishers.
"Doing business without advertising,"
Mr. Pearson told the Copper Country
hotelmen, "is like kissing over the telephone. You have splendid hotels here
and a fine country for tourists, but the
tourists do not know about it. The advertising should be continuous, not a
spasm for a few months and then silence. The only way to advertise is to
keep on advertising."
Mr. Pearson also said that he did not

Mr. Pearson also said that he did not believe that the hotelmen should bear the entire burden of the campaign.

### Victor-Macy Case to Supreme Court

The case of the Victor Talking Machine Company against R. H. Macy & Co., the New York department store, involving the sale of Victor machines and records at less than list prices, is to be passed upon by the United States Supreme Court. The U. S. Circuit Court of Appeals decided the case in favor of the Victor company, as reported in PRINTERS' INK for January 20, 1916. The Supreme Court, however, granted a petition for a review of the case October 17, and ordered it advanced on the calendar so that arguvanced on the calendar so that arguments could be submitted on December 4. This action of the court in putting the case ahead shows its importance. In the usual course of events two or three years are likely to elapse before the court can hear a case.

#### Grocers Vote on Price-Maintenance

O. F. Byxbee, publisher of the O. F. Byxbee, publisher of the National Grocer, recently took a poll of his subscribers on the question of pricemaintenance. The returns showed 46 per cent in favor of price-maintenance and 54 per cent opposed. Doubtful replies were classed among those opposed. This vote came from grocers doing an average business of over \$50,000 a year.

### J. R. Moffett Leaves Agency

J. R. Moffett has resigned from the presidency of the Moffett-Lynch Ad-vertising Company, Baltimore, on ac-count of ill-health.

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### The Black Publishing Co

Announce · The · Purchase · of

# ARTS & 60 DECORATION

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The · Appointment · of

### WILLARD VON HAGEN

(Formerly with VOGUE)

Advertising . Manager

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President

470 FOURTH AVENUE, NEW YORK CITY

# The Yoking of a Trade Paper and Woman's Magazine

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The first thing of the kind in the publishing business

# One year's results

AFTER five years as a successful trade paper, INLA be STOREKEEPER changed hands. It was enlarged bettered by its new owners. They also formed a clo alliance with Today's Magazine. The latter began advertising" its own clientele of manufacturers in trade paper, charging them nothing, but paying full ca he t rates for the space so used.

This was one year ago.

At the present time 28% of Inland Storekeeper's pa space is taken by the magazine.

he remaining 72% is bought by manufacturers who do advertise in Today's. They pay hard cash for the space Today's donates to its own advertiserstical proof of the value of that space.

Today's is the only magazine giving its advertisers, gratis, trade advertising for which others pay substantial cash sums.

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he circulation of Inland Storekeeper, 10,000, is larger that of all but a very few of the papers going to lers.

LAND STOREKEEPER is essential in reaching small-town chants. Today's is essential in reaching small-town umers. To yoke them was a happy thought. Both INLA benefited themselves and their advertisers by the as shown by twelve months working.

a clo re you about to campaign for out-of-town trade? If so, first logical step is to employ this team-consumer r and dealer paper.

full cathe total cost is the \$4.25 a line charged by Today's.



The net income the publisher gets for his circulation is not so important to the advertiser as the net results the latter gets from his advertising.

# The Farm Journal

Washington Square, Philadelphia

### How a Retail Shoe Dealer Became a National Advertiser

Coward's Use of a Catalogue to Stop Waning Sales—And Results Were So Large That He Employed Other Media—Is Now Selling 91,000 Pairs a Month

MAIL-ORDER advertising has many successes to its credit, but few are more illuminating than that which has been attained by James S. Coward, one of the largest retail shoe dealers of New York. Fifty-one years ago he opened a small retail store in which he sold what he called "good sense" shoes that were manufactured by workmen on the premises. His principal customers were the market-men and merchants doing business in the lower end of Manhattan. In time he built up a very fair volume of trade, but later on other shoe stores were opened in the vicinity, the big wholesale Washington Market was moved uptown, the character of the neighborhood changed, and the demand for Coward shoes fell off to a disquieting degree.

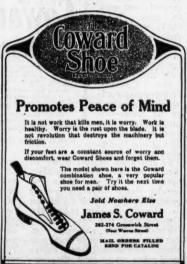
It was at this point that Mr. Coward's son, John, a young man with an alert mind and considerable business foresight, happened to run across a catalogue issued by Western shoe manufacturer for the purpose of selling his product by mail. The catalogue idea immediately appealed to him. Why wouldn't it be a good scheme to get out a similar catalogue to advertise Coward shoes and sell more of them? Young Coward spoke to his The latfather about it. ter did not believe that publishing catalogue a would help the business, but because of his son's enthusiasm he reluctantly gave his consent. A few thousand copies were printed and distributed in Greater New York and in the suburban cities. When

the printers' bill came in the elder Mr. Coward had to go to the savings bank for the money with which to pay it. "You have nearly broken your father," he said to John, reprovingly, and the latter felt so hurt that that night when he went to his room he cried.

he went to his room he cried.

The result of the catalogue advertising is best told by John himself:

"The second day after they were mailed, father and I were going to lunch together, as usual, leaving a clerk to 'tend store.' Within a block I spotted a woman coming toward us reading our little red-covered booklet. She stopped us and asked if we could direct her to Number 270. I showed her the way. Then a man asked us the same question, though he was not reading the



THE MAIL-ORDER ADVERTISING IS CONSERVATIVE, FOLLOWING THIS GENERAL STYLE

booklet. Before we reached our eating-place, another woman wanted to be 'shown,' and thereupon I told father to go and have his dinner—that I was going back

to the store.

"When I arrived, I found the place crowded, every chair filled, and several were standing around waiting. I called the men from the benches upstairs—aprons and all—stripped off my coat, and we all got busy. That showed us what advertising would do—

and it was the beginning of the growth of this business."

This was the first experience the Cowards had had with real advertising, and it was so satisfactory that they saw in it a means for extending the business and making it a great success. The trade brought to the store by the first catalogue increased from week to week. More clerks were hired, and more shoemakers were put to work at the benches upstairs over the store.

Mr. Coward's first newspaper advertising appeared in the Staats-Zeitung, and this was how it happened: The Ridder family,

of which Herman, who afterward became editor of that newspaper, was a member, lived "hard by" the store and bought shoes there for many years. When Herman asked him to advertise in his paper Mr. Coward did so more out of friendship than anything else. But the results were so good that other foreign-language papers were taken on to catch the polyglot population of the district adjacent to the store, and which included Greeks, Italians, Turks,

Armenians, Chinese, Syrians, Arabs and Jews. After those the English newspapers, both morning and evening, were employed.

ing and evening, were employed. The local and suburban advertising met with such a gratifying response that the desirability of entering the national field became apparent. A large shoe factory had been erected in Brooklyn with sufficient capacity to take care of a much greater volume of business than the store was then handling. Mr. Coward had no desire

to sell shoes at wholesale, preferring to confine his activities to the retail and mail-order The natrade. tional advertising field seemed so large and intan-gible that for a long time he hesitated, but at length took the plunge, in 1896, with a fifty-line ad, single column, column, in the Ladies' Home Journal. Simultaneously, he added to his catalogue directions for ordering shoes by mail. All charges were to be borne by the customer, even to the return charges when goods were to be exchanged.

Concerning the effect of national advertising on his mail-order business, James Cow-



TYPICAL OF THE RETAIL COPY

ard said:

"We had developed a kind of system for filling mail-orders before we started national advertising, by assigning that work to a few of our older salesmen. They filled the mail orders in the leisure intervals between waiting on trade. But when the Ladies' Home Journal ad bit—as it did right suddenly—we were completely at sea for a time. Orders piled up unfilled and got mixed

so that some were badly delayed,

# For Hauling-



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Structural Steel Contractors Material **Building Material** Road Construction Equipment Concrete Sand Gravel Hot Asphalt Paving Lumber Tools Men Crushed Stone Paving Mixtures Machinery Cement Brick **Engineering Parties** Engineering Equipment **Excavated Material** Pipe

In fact everything used in the engineering and contracting field—

ENGINEERING NEWS readers use Motor Trucks—and Tractors—and Wagons.

Shall We Send You Rate Figures?

ENGINEERING NEWS, New York City

# One Big Newspaper Covers



and

# The Capitol District For You

Rate Six Cents Flat

### Net Paid Circulation for July 43,931

Advertisers, Sales Managers and Space Buyers

Are Requested to Write

### THE KNICKERBOCKER PRESS FOR FACTS

PUBLICATION OFFICE TROY SCHENECTADY 18-22 Beaver St., Albany, N. Y. 382 River St. Wedgeway Bidg.

(Member of A. B. C.)

and we were utterly unable to

cope with the rush of business.
"Very promptly, therefore, we had to organize a mail-order department, devoting special em-ployees to it. For a time, we did not segregate the stock, but sold right off the shelves. But soon we found that impracticable, because our shelves require constant replenishing for store trade alone. So we set up a duplicate store, fully stocked, on the sec-ond floor; and mail orders are filled there.

"We insure correctness by fixing responsibility, fining the careless, and passing the amount of the fine to the careful as a re-The wrapping clerks naturally have an intimate knowledge of the stock. Errors are graded and draw various penalties. heaviest is 25 cents, for sending out mismated shoes; the lightest is 5 cents, for an error in direct-ing a package. The fine is paid over to the one who discovers the mistake.

"One of the most important of the employees in the mail-order department is the young woman who handles the postage stamps. We use as high as \$500 worth a day-sometimes more. All our stamps are cancelled by the Post-Office before being delivered to us. The girl puts the proper amount on each package and as she does so checks the address.

Long practice has enabled her to develop an almost uncanny knowledge of names and addresses and post-offices over the entire She knows unerringly country. an incredible number of our customers and where they live. Besides that, she is able to check hundreds of parcels wrongly addressed to new people by her knowledge of post-offices. has a guide on her lap all the time, and refers to it constantly, but many packages are caught simply because the addresses do not look good to her.

"In every department of the business we have understudies ready to take the job 'higher up' on any vacancy; but I am frank to say that were this girl to leave or get married, we'd be up against it for a while. It would require not less than three fairly competent people to fill her job at the

"We carefully enter in our card-index every name, address, style of shoe, etc., so that we can duplicate orders or send the right sizes of new styles desired, without trouble. We have hundreds of special individual lasts which are tabulated in the same way. Our mailing package is substantial, but plain, and costs 41/2 cents."

One effect of the national advertising was to compel the Coward store to carry many more lines and styles of shoes than formerly. The common-sense shoes, with which the business was started, are still manufac-tured and sold in large numbers, but they are only one out of hundreds of styles that are popular with the firm's customers. During the Spanish war a government official in Washington who picked up one of the Coward catalogues was so impressed by the description of the common-sense shoe that he purchased every pair in stock, \$10,000 worth, for the use of soldiers.

#### ALMOST IMMUNE FROM STYLE DISTURBANCE

Mr. Coward employs 240 salesmen in his Greenwich Street store, where he carries a stock of 600,-000 pairs of shoes. The sales in the mail-order department alone will average 1,000 pairs a day. When asked whether he was not liable to be caught long on some lines that suddenly lose their popularity and go out of fashion, Mr. Coward replied:

"We are mostly immune from style disturbance. We manufac-ture all our stock, can keep supplies close to requirements, can put through a hundred, or a thousand, or ten thousand shoes of any kind or assortment on an order. We keep close-hauled on fad shoes, and generally have no trouble in sensing the decadence of a fad shape within a month of its death. And, with sales of 91,-000 pairs of shoes a month, thirty days' notice is about all we require. We control our mail-order demands by our advertising. For a large percentage of our ads feature one style, last, or character The orders we receive of shoe. run mostly to that kind of a shoe.'

The mail-order department was still young when customers began asking Coward to send them a box of stockings with a pair of shoes. This suggested the advisability of expanding the stock into "everything for the feet," which is the present idea. The primary step was to arrange for specially woven hose for men, women and children, which should be dis-tinctive of the store. So the hose was made "foot-form," broad of toe, on the "orthopedic" order. The sales-argument is that stockings are as important as shoes for foot-comfort.

It was obvious immediately that every additional item Coward could sell to the same customers would add to the net profits from the mail orders, so he has extended his lines until now they include his own make of insoles, foot powder, shoe oil, leather dressings, corn cure, shoe forms, and many other specialties. It is interesting to note what war conditions have done to some ingredient costs—salicylic acid for example, which costs 25 cents in normal times, but just now is worth around \$9 the pound.

As the business has grown from year to year Mr. Coward has been asked many times why he did not establish a chain of retail stores throughout the country.

His reply is interesting.
"For two reasons. 'We believe in the unit system; and we make our shoes entirely for the consumer-there is no room for an additional profit in them. We know that retailers everywhere want the Coward agency, for we get requests for it constantly. Hundreds of retailers have used our name—sometimes innocent of wrongful intention, but not always. A few have imprinted our name on their lasts, and we have That is had to go after them. why we have all these signs about the store and print warnings in our catalogue ringing changes on

the theme that 'Coward Has No Agents' and 'Sells Only in This One Store.'"

The first advertising appropriation made by Mr. Coward was \$300, and was given to W. H. H. Hull & Co., advertising agents, who have handled the firm's advertising ever since. The amount invested annually for vears has been about \$80,000.

### Did This Ever Happen to You?

BALTIMORE, MD., Oct. 6, 1916.

Editor of PRINTERS' INK:

I want to tell you about a certain jourat that to tell you about a certain jour-nal that reaches my desk regularly. I suspect that there is frequently some very good stuff in it, but as to that I

cannot say.

The journal comes each month tightly rolled into an astonishingly slender and graceful wand which is incased in a graceful wand which is incased in a piece of unprinted paper of so perfect a fit as to defy his paper-cutter, the poked finger or the corn-husker twist. When it is finally freed from the wrapper, the fight is on! By rolling it the "other" way and then grasping it firmly by the right edge and the left address the cover design may be set. edge, the cover design may be ex-amined, but as you try to turn the first page, your grip relaxes an instant, there page, your grip relaxes an instant, there is a rustle, a terrifying convolution, the cover rolls up one way, the body of the journal another way and there you are—a double-barreled journal! Right here it takes iron nerve and self-control to resist breaking rule six relative to one foot on the floor, but there are no rules for the wastebasket, and in she drops. she drops.

she drops.

The serious question involved is not whether I am a crank about this sort of thing, but whether others also are throwing the journal away unread.

W. F. RIGHTOR,
Sales Manager.

#### L. M. Bradley Out of Publishing Field

L. M. Bradley has been elected general manager of the Motor and Accessory Manufacturers' Association, New York City, succeeding William M. sory Manutacturers' Association, New York City, succeeding William M. Sweet, who recently resigned to go with the United Motors Corporation as assistant to the president. Mr. Bradley has been advertising manager of the American Motorist.

### Farm Paper Representatives in Chicago

Agricultural papers having Chicago representation have been listed in booklet form by the Chicago office of the John M. Branham Company. The papers are first listed geographically and then grouped under the names of the various representatives.

# Only Facts Tell Quality



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The quality of circulation will tell what its quantity will sell—but only facts tell quality.

The facts that tell the quality of Collier's Trademarked Circulation show a larger quantity market of readers with buying power than any other general magazine can show—and you are welcome to these facts.

### COLLIER'S

THE NATIONAL WEEKLY

Circulation 941,000—Growing. Subscribers 776,000

NEW YORK CHICAGO BOSTON PHILADELPHIA

### There Is An Expert Paper Man Near You

In every important advertising center you will find a Bermingham & Seaman office. The representatives there are men who know the "ins" and "outs" of the manufacture and proper uses of paper.

No matter whether your requirements are for 5,000,000 catalogues or 500 envelope stuffers you will receive the same painstaking attention.

You will make no mistake when you turn your paper requirements over to Bermingham & Seaman. They are the exclusive agents for some of the biggest mills on the continent—they control vast sources of supply, and they know the meaning of service. That is why they are what they are—the fastest growing paper concern in the country.

### BERMINGHAM & SEAMAN CO.

Paper for Every Advertising Purpose

New York - Chicago

St. Louis Buffalo Milwaukee
Minneapolis Detroit Philadelphia

### Second-Hand Goods Sold Without Hurting Sales of New Goods

New Class of Buyers Created for X-Ray Machines

AT the beginning of this year the Scheidel-Western X-Ray Company, of Chicago, now the Victor Electric Corporation, found itself with a large quantity of used equipment on hand. Sales of new goods during the preced-ing period had been made occasionally by trading in old outfits; and they had accumulated until not only a large amount of space was needed to store them, but a considerable part of the profits of the concern were tied up in this equipment.

George B. Hoyt, advertising manager of the company, volunteered to move the goods.

"I believe I can sell these old outfits if you will put me on the job," he suggested to the officers, and he was told to "go to it."

The problem was not simply one of selling goods; but, in view of the necessity of keeping up the demand for entirely new outfits, it was a case of working out a selling campaign which would not interfere with the regular business of the company. The problem was solved by the decision to create a new market.

"We determined," explained Mr. Hoyt, "to make new X-ray men. There are thousands of doctors who have been intending to equip their offices with X-ray apparatus, and who have been delaying doing so, either because of the high cost of the outfits or for some other reason. My plan was to arouse these men to action, and to interest them in entering the marvelously interesting and important field of X-ray work."

Another question involved was securing the co-operation of the salesmen. These men operated then, as they still do, on commission, and of course their possible earnings on the sale of new goods are much larger than in disposing of second-hand outfits at correspondingly reduced prices.

They were reached, however, by appealing to their loyalty to the organization, by showing that sales of second-hand goods would lead to business on accessories, and by announcing that all mail-order sales made in connection with the campaign would be credited to the men in the field. The result was that the salesmen did get behind and push.

In connection with the accessory business, this was one of the most attractive features of the

### X-Ray Bargains Second Hand Coils

#### Here is Your Opportunity

COPY IN MEDICAL JOURNALS

proposition. The coil is the basis or foundation of this type of Xray equipment, and it may be developed and changed according to the ideas of the operator or the introduction of new methods by tne manufacturers. Once a doctor becomes the possessor of a coil, he is in the market for all of the various appliances which may be used in X-ray work.

"It's exactly the same proposition as applies in the automobile field," said Mr. Hoyt. "We all know that the average owner never starts out by buying a big. expensive car of the latest model.

On the other hand, he often contents himself with a second-hand Ford, and after he is 'sold' on the automobile idea he gets in the market for a bigger and better one. We figured, and correctly, as the event proved, that making new X-ray men by means of our special offerings would make for bigger and better business later on."

It was in this way that the second-hand business was made to dovetail directly into the general sales work of the company, as it was soon seen that an entirely new class of buyers could be reached in this way. In other words, instead of the campaign being merely a means of moving more or less inactive goods, it turned out to be a real stimulation of the entire business.

### SELLS NEW ACCESSORIES WITH OLD COILS

Mr. Hoyt realized that in order to make his proposition attractive to the individual doctor, it would be necessary to make the most of every talking-point. In other words, simply placing used goods on the market, no matter at how low a price, would not get the maximum results. Accordingly it was decided to create special rebuilt outfits, by using the coils on hand as a basis, and then adding new accessories as needed to make the machines up to date and effective for whatever work the doctor might have to do. The cost of the changes was, of course, taken into account in fixing the selling price, and here, too, it was found that the campaign would be doubly valuable, in moving a considerable quantity of new X-ray accessories.

After the stage had been set, as it were, full pages were run in the Journal of the American Medical Association and the American Journal of Clinical Medicine. The outfits were featured strongly in bargain style, and a bargain price—\$297—was quoted. This compared very favorably, of course, with the average price of \$524 for new stuff. Coupons were used, and so strongly was the idea impressed on

readers of the medical journals that here was a big opportunity to be taken advantage of, that inquiries in number flowed in im-

mediately.

The follow-up work was un-usually clever, and is based on Mr. Hoyt's general policy of spe-In other words, he cialization. believes in selling a prospect on one particular machine, rather than attempting to interest him in an entire line, and permitting him to make his own decision. Thus, when doctors responded to the bargain-sale appeal, he did not send a list of X-ray outfits, with descriptions, but selected one particular combination which would appeal to the physician, and backed up this idea by referring to the fact that the same letter was being sent to other pros-pects; thus, as a matter of fact, making an argument in favor of quick action out of the necessary form-letter follow-up system.

The first letter which the doctor received was as follows:

Dear Doctor:

We were indeed pleased with your interest in our second-hand apparatus and wish to call your attention especially to the fact that we received yesterday a second-hand equipment that we consider one of the rarest bargains that we have ever had on our floor.

We are adopting the policy of turning these equipments fast. This apparatus in question will operate on either direct or alternating current. Presume you know, doctor, that during the last six months the advancement that has been made in X-ray treatment work has been almost phenomenal.

The bargain we mention is an induction coil apparatus. The induction coil is an ideal machine for treatment work, and on this particular machine some of the finest radiographs in existence have been taken. You know, the big laboratories to-day require speed on certain classes of work—that means that they must have our large Interrupterless type of machine, which is made for the specialist.

This bargain that we mention was taken in exchange as part payment for our big special apparatus. For the class of work you would do, unless you are going to specialize, this bargain will do just as fine work for you as the machine on which it was a part payment.

on which it was a part payment.

We might further add that this equipment is well adapted to the famous Coolidge tube that is being used with such marked success for treatment work.

As far as use is concerned, this machine is just as good as the day it left the factory, new, and our full guaran-tee goes with it. With some slight re-finishing of woodwork, you will not be able to tell this equipment from a brand new one-right out of stock.

This outfit listed at \$524 new, and with it, as above stated, you can do the very best X-ray and Treatment work, and have equipment that will do everything that it will be called upon to do

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in your work.

We have set a price on this outfit that will sell it—for it is practically a new machine. Consider, doctor, the importance of buying standard equipment, equipment that is known the world over. The Scheidel-Western guarantee means a good deal to you in this matter—for we could not afford to place our guar-antee on apparatus that would not "make

A duplicate of this letter is being sent to nine other physicians, who have ex-pressed real interest in our secondhand goods, and we are asking them to give immediate attention and consideration to the matter on receipt of it. If interested, we are asking them, as we are now asking you, to wire us at our expense, if they desire an option on the outfit in question for four days-to

give it further thought.

The price is \$297, and if you desire to pay all cash we will give you a discount of 5%; should you desire time payments, we will accept \$50.00 as a cash payment and the balance \$25 per month, deferred payments bearing 6% interest, delivered f. o. b. cars, Chi

Please do not think that this letter is written to coerce you into quick ac-tion, but we know how we have distion, but we know how we have dis-posed of other apparatus, and we will expect to dispose of this machine to one of the nine men we are writing, and of course, we will let the first one that wires us have an option on the machine.

We would be pleased to hear from vou.

A noticeable feature of this letter is the fact that the guarantee of the company was applied to the rebuilt machine, and featured in the sales talk. This was made possible by the fact that new accessories were used in most cases, and with the coils in good condition it was felt that the machine would give long service without Hence, the company question. was able to put its regular guarantee on these rebuilt outfits, a point which doubtless had much to do with hastening the sales.

The response to these letters was splendid. Some orders came

## The George L. Dyer Company 42 Broadway New York



Newspaper, Magazine and Street Car Advertising

Publicity and Merchandising Counsel

in by wire, and in many instances buyers paid the entire amount in cash, although the company featured a divided-payment plan in connection with this offer, indicating that it was no lack of buying power which had kept them out of the market, but simply the absence of the impulse needed to bring about a decision in favor of a particular outfit.

But one additional letter was used to get action, those who did not respond to the first receiving the following after an interval of

two weeks had elapsed:

May we ask if the second-hand bargain, on which we quoted you (date inserted) interested you? The bargain was snapped up by wire, but we still have several excellent equipments, on which we should be glad to quote you.

which we should be glad to quote you.

Please advise us in the enclosed stamped envelope, if you are further

interested in the matter.

Mr. Hoyt attributed much of the effectiveness of the second letter to the enclosure of the stamped return envelope, as the percentage of replies was more than satisfactory. The tone of the letter also carried out the idea of individualizing the equipment, as explained in the first communication, and replies from the second were handled along the same lines, personal letters creating particular pieces of equipment especially adapted to the work of the inquirer, as far as this could be determined, being offered.

The company used, all told, three full pages during the early part of the year, and has followed this up with small two-inch single-column ads in the Journal of the American Medical Association, these appearing every other week. They have kept the idea alive, and have brought in a steady stream of inquiries, to which the system described has been applied with generally good Practically the entire results. stock of used machines featured in this campaign was disposed of, and the reduction in the investment in this kind of goods was so large as to demonstrate the big success of the idea.

Recently a number of X-ray companies, including the Scheid-

el-Western, consolidated under the name of the Victor Electric Corporation, and it is interesting to note that the new company has adopted a rigid policy on the subject of second-hand equipment. All of the salesmen are now on commission, and the plan is that the company as such will not accept trade-ins of old outfits. The individual salesmen may, however, handle deals of this character, and inasmuch as their commissions will be tied up in the old apparatus, it will be to their interest to dispose of them.

The company is making good of its house-organ, "X-ogram," in this connection, a column being operated for the benefit of the salesmen, in which second-hand outfits taken in trade on new equipment are described. Often a salesman finds a cusfor a particular outfit tomer which he himself has not handled, and by operating a kind of clearing-house for this character of equipment through the houseorgan, the difficulty of the salesmen in turning the goods into cash is greatly lessened. The plan thus far has worked well, and the company has been relieved of the problem growing out of the trade-in.

# Hathaway Furniture Has New Agency

The advertising of W. A. Hathaway Company, furniture, New York, will hereafter be handled by Berrien-Durstine, Inc. Other recent additions to the business of this agency includes the advertising of Lewis & Conger, A. J. Bates & Company ("Baco" Rubbers) and the Defiance Check Writer Corporation, Rochester, N. Y.

### Harriman Back in Sporting Goods Advertising

R. L. Harriman formerly advertising manager of the Hendee Manufacturing Company, Springfield, Mass., has joined the New York Sporting Goods Company, as head of the advertising department.

### H. B. Gibbs Makes Change

H. B. Gibbs, formerly of the American Lithographic Company, has been made director of publicity of the Atlantic Lithographic & Printing Company, New York.

### HERE were twenty-four advertisers who in 1916 voted a straight ticket of full pages in THE PEOPLE'S HOME JOURNAL:

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Bon Ami

Chicago Mail Order Co. Coca-Cola

Colgate

Columbia Grafonola Cream of Wheat

Cudahy Packing Co. (Old Dutch Cleanser)

N. K. Fairbank Co. (Gold Dust) Hartman Furniture & Carpet Company International Mill & Timber Co.

Ivory Soap B. J. Johnson Soap Co. (Palmolive)

Lazell Perfume

Maxwell Motor Co.

Kellogg Toasted Corn Flake Co. Paige-Detroit Motor Car Co.

Philipsborn

Postum Cereal Co.

Resinol Chemical Co.

United Rfg. & Mfg. Co.

Victor Talking Machine Chas. Williams Stores

Willys Overland Co.

And twenty-four is a sufficient number to cast a vote that counts.

### THE PEOPLE'S HOME JOURNAL

80 Lafavette Street, New York

A. B. C. MEMBER

THE PEOPLE'S HOME JOURNAL has 927 subscribers in Elmira, N. Y., exclusive of newsdealers' sales; 128 "subscriber-agents" represent it there.

THE PEOPLE'S HOME JOURNAL has 153 subscribers in Manhattan, Kansas, exclusive of newsdealers' sales; 17 "subscriber-agents" represent it there.



# -As a Buying Guide

IT is not theory that Good Housekeeping women use our advertising pages as a service department for buying. It is actual, and they do it with deliberation and knowing why.

We have a circulation reaching nearly a half-million homes. The *attitude* of these homes towards the advertising pages in Good House-keeping is so definitely different as to make the magazine's efficiency a thing to be talked about—a thing to be counted upon by its advertisers.

Not by accident, but by persistent plans and policies, this efficiency will grow to a higher and higher degree—no matter how large a circulation Good Housekeeping may reach.

### GOOD HOUSEKEEPING

119 WEST FORTIETH STREET, NEW YORK

The last of a series about Good Housekeeping readers and advertising. (If you want the complete series in convenient form drop us a line.)



Inquiries from advertising agents and advertisers for data on an experience of 25 years in the "small-town field" are invited. Write

J. a. Leslev.

Advertising
Manager

HOME LIFE

# Red Blood Reasons

LIFE AND BUYING POWER IN THE SMALL TOWN FIELD

The "red blood" field of vast purchasing power for the greatest variety of products is found today in the territory reached monthly in a million homes by HOME LIFE

"The Small Town Family Magazine"

Small Town people buy Advertised Products.

Small Town people are receptive—their attention and interest is more quickly attracted and most permanently held by meritorious products.

Wide distribution is most economically obtained by advertising in magazines of broad circulation in the Small Town Field—including

HOME LIFE.

Astonishing developments in this field in 1916 will be promptly furnished if you address

ADVERTISING DEPARTMENT
PUBLICATION OFFICE AND PLANT
Ohio Street, corner La Salle
Chicago, III.
Tel. Superior 3280

EASTERN OFFICE IN CHARGE A. J. WELLS, Vice-Pres. 1182 B'way, New York, N. Y. Tel. Madison Sq. 7551

# HOME LIFE

1,000,000 Circulation-RATE Now \$3.50 PER AGATE

MEMBER AUDIT BUREAU OF CIRCULATIONS

### Using Advertising to Get the Raw Material

How the F. C. Taylor Fur Co., of St. Louis, and Others, Develop Trappers or Seek New Sources of Supply

IF the average business house had to rely on the pulling power of its advertising for its supply of raw material, it is safe to say that selling bankruptcy application blanks would be a most profitable line of business. the source of raw material is only obtainable on a more or less limited basis, and then only during certain seasons of the year, it's an algebra problem for a kindergarten class. So be thankful you are not engaged in marketing the catch of North American furs.

When you see milady decked out in furs this fall or winter, unless you have had to foot the In a like manner, the fur brokers execute their commissions through the same medium. The raw-fur house, unlike any other business, has to advertise for the raw material.

The success of any raw-fur house is dependent on the number of trappers it can interest to ship in their furs. It is equally as important to make every trapper a permanent shipper. other words, the house must build up a regular source of supply. Without quantity, variety and grades the house cannot hope to interest the big buyers. tising, of course, plays a big part

### Get All You Can for Furs!

Why take lower prices after you have been to all the trouble of catching furs? Send them here, where you share the benefit of the high prices we get through our close connection with the best manufacturers. We were the first to issue classified price lists, that tell you beforehand how much you will get. Trappers and bunters stay with us after trying others. Liberal grading and prompt returns. No commission or transportation to pay. All this means highest profits for your season's work. Write us today. Becker Bros. & Co. Dept. AS 416 M. Dearborn St., Chica

THIS COPY HAS SET MANY A COUNTRY BOY BUSY WITH HIS TRAPS

bill for a set, you are not likely to let your mind dwell on the evolution of the furs from the backwoods and wilderness to the finished product. Furs pass through a number of hands before reach-ing the consumer, including the trapper, the raw-fur house, the broker, the manufacturing furrier and the retailer.

Perhaps it might be explained that the high mark of efficiency in the fur trade to-day is due, chiefly, to the raw-fur house. The entire trade relies on the raw-fur houses to line up the trappers, secure the raw material and grade it ready for the buyers. The trap-per disposes of his catch and, incidentally, secures his traps and supplies from the raw-fur house.

in first interesting the trappers. Holding his interest is the big problem.

The methods employed by the F. C. Taylor Fur Company, St. Louis, one of the largest rawfur houses in the world, probably account for the prominence of this company.

This company's advertising appropriation would surprise a good many. It runs into many thousands of dollars, and is distributed among over 150 publications between October and March. From thirty-line to page copy is used, according to the medium and its record.

One of the big reasons for its success is the fact that through its thrice-weekly fur sales it is able

to gauge the market accurately. One of the hardest things a rawfur house has to contend with is the transient disposition of the trapper as far as business transactions are concerned. In a large measure the raw-fur house is responsible for this. A trapper will figure up the value of his catch before shipping. If the check he receives does not meet with the valuation he placed on his catch, he ships elsewhere next

The company eliminates this disappointment angle. In the first case, the thrice-weekly sales provide the foundation for the trappers' price-list. Secondly, these sales make this company one of the best-posted raw-fur houses in the country. With a con-tinual hand on the pulse of the

# TRAPPERS WRITE FOR THIS

Our entalog-Booklet entitled "Opportun-ities for pleasure and profit in trapping" is different you will say so when you get your copy. It's FREE if you mall a postal to-day. Our trappers supply department will help you get started. Write Today.

# SHIP YOUR FURS TO

TAYLOR OF ST. LOUIS USES THIS COPY IN FARM PAPERS

buyer, the market situation is perfectly clear. These weekly sales are attended by buyers from all over the world, the competition is always keen and spirited, and usually the rivalry among certain buyers, who want particular lots, cause extremely and quite frequently record prices to be paid. This is the explanation of why Taylor "pays more for furs."

When a trapper answer one of the advertisements he receives in reply a letter of acknowledgment, accompanied by a price-list and a combined catalogue of trappers' supplies and a booklet of revised game laws and other useful trapping information. Rather than try and sell the trapper by an extravagant price-list, the com-pany aims to make itself useful to the trapper. Neither does it deviate from the price-list.

The Taylor company claims that "our trappers are the bestposted fur men in America." The proof of this is shown in the fact that the company spends thou-sands of dollars to keep its trappers apprised of every move on the market. Thousands of price-lists and special reports are mailed out every day during the season. If there is a big demand for certain furs, its trappers are promptly informed and a speinformation. In every possible manner the company aims to help the trapper. If there is a bad slump on certain furs, out goes a report to the entire list. In this way a trapper will switch and go after more profitable

BIG CAMPAIGN IS TO BUY GOODS

Anyone not familiar with the Taylor Fur Company would imagine it was a big mail-order house if he saw the enormous amount of mail sent out each day, the big corps of workers attending to the mailing and the battery of printing-presses continually at work. To be correct, it is a mail-order business reversed. The catalogues, booklets, pricelists, letters and other printed matter go out to buy goods instead of to sell.

To give some idea of the extent of this aid-to-the-trapper end of the company's business, it might be mentioned that as many as 1,500,-000 pieces of mail is a fair monthly average during the busy season. The average number of price-lists and special reports mailed each day is 125,000. These figures have been verified by the St. Louis Post Office, the records of which show that on December 30, 1915, the company mailed 134,672 pieces of mail. Of course, thousands of price-lists are sent out in answer to inquiries. During the season, however, these in-quirers will receive a number of

# 35

# Who pulls University the purse-strings?

"Women," say the publishers of women's magazines. "Women direct the purchases of everything from pianos to men's sox."

"Men," say the publishers of men's magazines. "Men are the big buyers. Men build the homes, men make the large expenditures, —automobiles, securities, all of the important purchases."

Who knows? After all, the most honest opinions are apt to be biased by interest or prejudice.

In any event, women's magazines are usually not read by men, and distinctively men's magazines are usually not read by women.

Cosmopolitan, edited to appeal to universal human emotions, is interesting to men and women alike.

It does not matter to the Cosmopolitan advertiser whether the buying in a given home is done by the man or the woman or both. If Cosmopolitan goes into that home, it is read by both man and wife (and usually a few neighbors).

For instance, in high-class homes investigated in Garden City, Bronxville, Morristown, Greenwich, Cambridge, Brookline, Jenkintown, Bryn Mawr, Oak Park, Evanston, Santa Barbara and Pasadena, it was demonstrated that 322 Cosmopolitans are read by 621 women and 421 men, a total of 1042 persons.

Whether you buy Cosmopolitan to reach men readers, or women readers the figures prove that you get more than a million of either; that Cosmopolitan reaches both men and women,—and more than enough of both of them.

Travers Churching

The January number goes to press in two weeks. Out December 10th, it will be ideal for Holiday business. Forms close November 10.

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# How the Public Ledger Serves City and State

A complete section, almost a newspaper in itself, is devoted to the business interests of Metropolitan Philadelphia, city of five million people, and its enormous industries.

# The News of Business in Special Reports

Monday—Philadelphia Wool Market, Philadelphia Mill Expansion.

Tuesday—New England Business Letter, Philadelphia Cotton Yarn Market, New York Raw Silk Quotations, Philadelphia Iron and Steel, Philadelphia Coal Market.

Wednesday—Kensington Mill Conditions, Philadelphia Cotton Goods Market.

Thursday—Southern Business Letter, Frankford Mill Conditions, New York Raw Silk Ouotations.

Friday—Philadelphia Wholesale Hosiery and Underwear Market, Philadelphia Wholesale Silk Market and Pennsylvania Silk Mill Conditions.

Saturday—Philadelphia Leather Market with detailed price quotations, Worsted and Woolen Yarn Quotations, Pittsburgh Steel Market, New York Raw Silk Quotations.

> -From the first page of the Ledger's Commercial Section.

The Public Ledger relies more on brains than premiums to secure readers—on real service rather than forced circulation methods.

For this reason the Public Ledger IS MORE THOROUGHLY READ than any other American newspaper.

other reports and special pricelists from the company.

The constant aim of the company is to keep its trappers well posted-to make the trapper realize that the Taylor company is something more than a place to ship raw furs to. It costs thousands of dollars to do this, but the success of the company proves it is money well spent. Many trappers have taken advantage of this situation to the limit. One man is employed to execute commissions from trappers for anything from a pair of boots to a suit of clothes. Hundreds of these requests are received during a year.

Getting trappers to send in their furs is one object in the advertising of this and other companies who deal in raw pelts. Another important end sought is the development of new sources of raw material, and in this connection a new campaign by Becker Bros., of Chicago and New York, is in-teresting. This campaign is runteresting. This campaign is run-ning in farm papers and boys' magazines, recognizing the possibility of interesting more farmers and the country boy in taking up trapping as a side line during the long winter months.

One brilliant, moonlit night late last November the writer was walking along a country road in Western Massachusetts when he overtook a specimen of the typical country boy-ear-laps, muffler, long trousers, etc.-a type dying out in many sections.

"Nice night," the writer commented.

"Yes-good night for skunks," was the intensely practical reply. Further conversation developed that skunks favor moonlit nights for walks abroad-that the boy had thirty traps out, covering a line of fifteen or twenty miles about his village. These traps he covered on foot by halves-fifteen before a very early breakfast and fifteen after school, a list of home chores and supper. He discoursed glibly of "firsts" and "seconds," and remarked that the preceding winter he had made \$75 with his traps; had caught one "first," a skunk pelt without a mark of

white. He was planning to double his traps that winter.

Boys of this type, whose latent hunting instincts can be stimulated to trap the skunk or squirrel or to snare the common "mushrat," may easily be developed into important sources of material if informed in sufficient numbers of a ready market for their furs. It is for this reason that Becker Bros. have undertaken this new campaign in mediums these prospects are likely to see.

#### New York Club's Advanced Courses

The Advertising Club of New York plans to conduct three courses of in-struction this season for its members and two junior courses for assistants and young men interested in advertising work

work.

The first course, beginning this week, is given under the instruction of Dr. J. A. Mosher, of the College of the City of New York, and has for its subject "Public Speaking on Advertising Topics." The second course, scheduled to begin November 29, will deal with "Organization and Methods for Advertising Offices." George Murang general mag. ganization and Methods for Advertising Offices." George Murnane, general manager of the H. K. McCann Company, will direct the course. "Sketching and Laying Out Advertisements" will be the subject of the last course of the season, which will begin February 2, 1917. Dr. C. H. Sprague, of the New York University School of Commerce, will be in charge. charge.

The two junior courses, under the direction of Dr. Sprague and Thomas B. Stanley, respectively, will deal with "Free Hand Lettering and Drawing" and "Elementary Business English."

#### Publishers' Association Elects Officers

At the meeting of the New York Business Publishers' Association, Inc., held at the office of the former presi-

held at the office of the former president, on last Monday, officers for the ensuing year were elected as follows:
President, H. E. Cleland, of the Electrical World; vice-president, Henry Lee, of the Simmons-Boardman Publishing Company; secretary, George Griffiths, of Hardware Age; treasurer, S. T. Henry, of the MeGraw Publishing Company. W. H. Ukers, of the Tea and Coffee Trade Journal, A. C. Pearson, of the Dry Goods Economist and C. W. Dibble, of the Hill Publishing Company, were chosen directors, in addition to the aforementioned officers.

No other important business came be-

No other important business came before the meeting, except a brief dis-cussion of the case of the different New York photo-engraving concerns, who are alleged to have raised prices illegally. This case is still pending.

## Making Type Do Its Job in Advertising

If Your Advertisement Looks as Though It Had Something Interesting to Say, the Public Will Read It

#### By Benjamin Sherbow

W HEN advertising men talk about "artistic" typography, I take it they mostly mean fuss and feathers—dolling things up—fancy type and borders, gorgeous initials and decoration—splendfierousness

generally.

No one likes finely printed things any better than I do. No one is more anxious to make advertising print the beautiful thing that it might often be. No one works any harder for higher standards in advertising print. But in the name of common sense, when we are talking about typeuse in advertising, let us talk about the work that type must do and not about abstract effects that we want to get. Let us strive less for beautifully balanced pages and more for a use of type that commands attention, that makes what we have to say easy to read and easy to understand.

When we put a piece of advertising text into print let us ask ourselves how can we best set these words in type so that they will do the work that we want them to do; how can we arrange this piece of type so that it will drive home the sense of our words most quickly and make them stick. Nothing else very

much matters.

We may have the most beautiful piece of typography that ever was—we may have a good designer embellish it with decoration. It may be wonderfully proportioned and harmonious to the last hair line. We may print it upon paper that costs a thousand dollars a pound. But if nobody will read what we have satd, we might just as well have saved our effort and our money.

Only a few days ago a young

layout man in a trade-paper publication office was showing me some specimens of advertising pages he had planned. It was good average work of its kind, nicely proportioned, with whites carefully placed, headlines pleasingly contrasted with gray blocks of type and all the rest of a hard and fast formula strictly adhered to.

It was all too evident that he was consciously striving for "artistic" typography. And it was all as dull as dull could be.

#### THE FUNCTION OF TYPE

For which reason I took it upon myself to point out to that earnest young man the error of

his ways.

"What have you in mind when you make these layouts?" I asked him. "Are you thinking of what the words in the copy say, of the ideas that the writer of those words is anxious to convey to his readers? Are you trying to give the clearest possible expression to those ideas in type? Are you always thinking of how you may hold the reader's attention by the ease with which you enable him to read and understand what the words say?

"Quite evidently you are doing nothing of the sort. Instead of working with actual concrete words and ideas when you make a layout, you are working with abstract forms, shaped blocks of gray type carefully planned white space, color contrasts, balance, harmony. You do not think of the words and ideas of your copy

as living things.

"You plan for a certain amount of white space around your type because the law says so. Whether that space could be put to better use by getting your type larger, or getting more leads between

Portion of an address delivered before the Advertising Club of New York, October 20.

# Lord & Thomas Creeds

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#### No. 18. Averages

Judge all things possible by the law of averages. Avoid isolated facts.

As well judge climate by some weather extreme, as a man by an hour on parade.

All unfit men do the fit thing at times. And unsafe men the safe thing.

Many men create one business success who could never create another.

Like causes often bring opposite effects.

All men are many-sided. All business enterprises alternate ups and downs. So one can prove by selected facts whatever he wishes about them.

Remember these truths in advertising.

Here you appeal to the millions. Mistakes are very costly. Don't be guided by a few opinions.

Don't view the whole world through the dot of your little circle.

Get the viewpoint of a myriad prospects before taking important steps.

Get the verdict of the thousands before the millions are approached.

The vagaries of human nature belie the shrewdest guesses.

Nearly all the mistakes made in advertising are the errors of egotism.

Bigots always blunder.

This is the eighteenth of a series of business creeds to be published in Printers' Ink by Lord & Thomas. If you desire the set in card form address Lord & Thomas, Chicago, New York or Los Angeles.

the lines to make it easier to read, matters not. That white space you will have. The law says so. You figure that about fifty words of your copy will make a block of type of a certain desired shape and size. You figure that about twenty-five words will make a block of type of a certain desired shape and size in another place. And the rest of the junk can be shoveled in in six-point. It will make the necessary contrasting gray block that the scheme calls for. And who cares whether anyone can read it or not? You have obeyed the law and achieved 'artistic' typography."

Is so-called "artistic" typography essentially out of place in advertising? Must a sensible use of type to fit its purpose in advertising necessarily be ugly or commonplace? Must we discard everything that is engaging and gracious and pleasant to look

upon?

Not at all.

I am simply protesting against that attitude of mind which looks upon type as merely one element in a decorative scheme, subservient to the scheme as a whole. We have altogether too much of this habit of thought.

By all means use the most beautiful type you can find—but be sure that it is simple in design and very easy to read, and be sure that it fits the character of the product you are advertising.

#### HAND LETTERING NOT NECESSARILY BETTER—NOR WORSE

By all means use good lettering if it will serve your purpose better than type, if it will make a clearer or stronger or more distinguished presentation of what you have to say. But don't use lettering merely because type is such awfully common stuff, never to be used in preference to hand lettering when you want something really "artistic."

I have nothing against hand lettering. I have used a good deal of it and I will continue to use it when it serves my advertising purpose better than type. But I will always insist that in addition to whatever other qualities it may have, it shall be at least as easy to read as good type.

By all means grace your type page with appropriate decoration if it will help the effect of what you are saying, if it will be good to look at and invite attention to your advertising message. But don't use decoration merely for the sake of decoration and because it will add something supposedly artistic to your advertisement. Don't use decoration which overshadows the impressiveness of the advertising message contained in the type, Don't crowd your type and set it small so that you may have plenty of room for decoration.

Don't pat and squeeze your type into arbitrary shapes; don't block it off and square it off and plane it down until it is nice and smooth and even and horribly dull. Make your type look alive. Make it look as if it had something interesting to say. Give it some accent and inflection. Don't let it drone on endlessly in a low, muttered monotone. Let it say clearly and distinctly and with proper emphasis what it has to say, and when you are sure you have achieved that-and not until then give it all the grace, beauty and distinction that you can.

#### Sale of Remington-Martin Paper Mills

Paper Mills

Newspaper publishers will be disappointed to learn that the Remington-Martin group of paper mills which was recently sold to M. R. Wilder, of Watertown, George M. and Joseph B. Seaman, of Bermingham & Seaman, New York and Chicago, and D. R. Hanna, of Cleveland, will, in the near future, manufacture specialty papers instead of news print. The capacity of the mills is 180 tons a day. While the withdrawal of this amount from the available supply will be gradual, it will ultimately have its effect upon the newsprint situation. If many other mills should follow the example of the Remington-Martin concern, the price of paper may go considerably higher than three cents. The taking over of these mills by the Messrs, Scaman and associates involved, it is reported, over \$1,500,000. Their most active competitor for the property was the New York World, which desired to use a portion of its output to supply the needs of the St. Louis Post Dispatch.

# Drive hard for Canadian Christmas trade-Canadians will spend much

THE Canadian people will spend money I much more money this Christmas

than last year when Christmas trade was the largest in the history of the Dominion. This year the country is richer than ever before. Everybody is prospering.

The war has made many millionaires. Industry is at the flood. Retail trade is making unprecedented records. There is no unemployment. Soldiers' wives have more money than they ever had before. Farmers are more prosperous than ever before. High wages are making artisans ood spenders.

good spenders.
When the recent Canadian War Loan of \$100,000,000 was launched (subscribed to twice over), the chartered banks of Canada had in their custody deposits bearing interest of over eight times the amount of the loan proposed. On an average every man, woman and child in the Dominion has \$100 in the country's savings banks.

So the Christmas trade of the Canadian people can be confidently solicited. Prices will not be any barrier. Effective solicitation can be done through

# EAN ZIN

Monthly-Circulation audited by the A. B. C.

THE power of MACLEAN'S MAGAZINE is due to its policy which is to be distinctively and aggressively Canadian. Thus has MACLEAN'S won the appreciative recognition of the best classes of the Canadian people. Also the circulation effort of MACLEAN'S is directed to the well-to-do and cultured classes—those of largest purchasing power and influence.

The Cost of space is indicated by the following:

3 times 1 time 6 times One page (236" x 10" x 3 cols.) ....\$126.00 \$117.60 \$121.80 USE the December MACLEAN'S for maximum year-end business, and put MACLEAN'S on your 1917 list for effective national publicity in a medium of power and class. The present is an unexampled time for the cultivation of trade certain to grow better with the coming of world-peace.

December forms close November 6. Send for sample copy and complete rate card.

#### MacLean's Fourteen Publications

Grouped according to class are as follows:

Six Retailers' Newspapers
The Canadian Grocer
Hardware & Metal
Dry Goods Review
Men's Wear Review
Bookseller & Stationer
The Sanitary Engineer

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One Commercial Newspaper
The Financial Post of Canada Copies and advertising rates on application

Five Technical Mediums
Canadian Machinery
The Power House
The Canadian Foundryman
Marine Engineering in Canada
Printer & Publisher

MacLean's Magazine The Farmer's Magazine

The MacLean Publishing Co., Ltd., Toronto, Can. Montreal, Winnipeg, New York, Chicago, Boston, Cleveland and London, Eng.



# You must work out your own recipe for success

because you alone know what sort of success you are aiming at, but you can help yourself from other men's recipes.

The American Magazine is a selfish magazine—your selfishness, not ours—your natural desire to get the most for your money and our ability to get together in each number so many things that will appeal legitimately to this healthy, selfish spirit.

This country of ours is full of remarkable men who have had remarkable experiences. The American Magazine intends to report these experiences\*—to give an intimate account of what this or that man did, in his own words where possible, or in the words of the best trained writer we can hire: anonymously sometimes, but frequently headed by a name which means much to every reader.

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You cannot read one article in The American Magazine without setting up in your own mind that parallel line of thought —that unconscious comparison—that segregating an idea here and there for your own use, which is the finest sort of co-operation between a magazine and a reader.

Neither can any other reader. This is one measure of the value, as a medium for your advertising, of

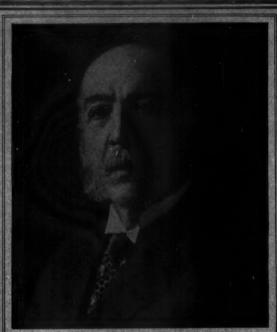
# merican

MAGAZINE

LEE W. MAXWELL, Advertising Manager 381 Fourth Ave., New York

<sup>&</sup>quot;Schwab's Own Story," beginning in October.

<sup>&</sup>quot;Three Young Men with Ideas," by Albert Sidney Gregg, in October. "\$5,000 Worth of Experience," in November. "How I Pick a \$25,000 Man," by Frank A. Vanderlip, in September.



## BUILDERS of AMERICAN BUSINESS

GEO. H. BARBOUR, FIRST VICE-PRESIDENT OF THE MICHIGAN STOVE COMPANY

"I have watched and read System, the Magazine of Business, from the first issue up to the last number. This interest in its contents has always been to my advantage, because it covers business so thoroughly—better than any other magazine of which I know. Since it expresses opinions and asks opinions from those with experience to back up what they say, I believe no magazine has had more of the manufacturer's and the general business man's interest than System."

Flage H Bothom

NUMBER LXI in the series of portraits of readers of SYSTEM

# How to Get a Greater Number of "Showings" for the Window Display

A. A. Vantine & Company Have Displays That Dealers Can Alternately Use in Window, in Showcase, on Ledge and on Counters

VANTINE & COM-PANY have succeeded in designing a series of displays for their dealers which seem to offer a solution of a problem which manufacturers often encounter in getting up suitable selling helps for their trade.

For instance, it is pretty generally known that the life of the average window exhibit is very short. The enterprising dealer does not let any particular kind of goods monopolize his valuable

window space for too long a time.

selling methods. Manufacturers keep him supplied with such gen-erous quantities of "helps" that he has no trouble in always showing new material.

Still, as the house of Vantine has found out, whether or not the retailer will use displays more than once depends on the displays. The dealer is obliged to discard many a good window display after he has used it for a few days merely because it is suitable for no other purpose. Designed solely for window use, the dealer can



DEALERS LIKE THIS ADAPTABLE DISPLAY

His displays are changed oftenperhaps two or three times a month, and even more frequently in some lines of business. When the window is changed the manufacturer's material which was in it is usually thrown away. Un-less it is particularly artistic or can be put to good use somewhere else in the store, most display matter is used but once. The live merchant will not show the same old stuff over and over again. He must introduce variety into his

use it in no other way, even if he wanted to. Very often a manu-facturer's exhibit makes such a good impression in the merchant's window that he would like to use it later on in his store, such as in a showcase, on a ledge or on a counter. Generally, however, the display is put together in such a way that it will not show up well on a ledge, or, for that matter, in any place other than for where it was designed.

The Vantine people overcame

this difficulty by getting up what might be called "interchangeable" displays—that is, displays that can be arranged first as window trims, then as showcase trims, and then as ledge or counter trims. This interchangeability assures a given quantity of display material a larger number of "showings" than would be the case if it could be used in only one place; it likewise solves the problem of the retailer who, for some reason or another, is unable to give the line a window, but who is willing to give it a display somewhere in

could not make it fit his oddly shaped window.

Before designing this new material, A. A. Vantine & Company made a thorough investigation among dealers as to the kind of window stuff they preferred. It was found that retailers are surfeited with cut-outs, dummy packages and conventional helps of this sort. Merchants admitted that much of this matter was good, but that it was so much alike that they could not use it all. They said that "helps" that were "different" run a much bet-



THE MAJOR PART OF THIS DISPLAY MAY BE PUT TO USE ON THE COUNTER

the store. The material can be adjusted to fit almost any place in the store the merchant chooses

to put it.

The company has three sets of displays. Each set consists of a number of units. These sets can be split up into several displays. For instance, the largest of the sets is composed of three units. Collectively, these units form an harmonious display for a large window. Individually, each unit makes a complete display for a small window. This makes it convenient for the man who has often been forced to throw away a manufacturer's exhibit because he

ter chance of being used. Exclusive shops, department stores and retailers of the more progressive type will rarely use material that is stamped too conspicuously with the manufacturer's advertising. Here is how one merchant expressed himself on the subject:

"I'm only too glad to make a window display of a certain line of goods. But the display must talk to the spectator the way my clerks talk to him or her—that is, with restraint and modesty and not with the deafening eloquence of the bally-hoo artist. If a clerk talked to my trade in the manner of some of the displays that are

# ANUFACTURERS

are still asked to buy advertising service in bulk.

Our advice is to buy it in individual packages and read the labels carefully.

Meet the men who are to do the work—that's the best test.

# CORMAN CHELTENHAM COMPANY Inc.

II East Thirty-sixth Street, New York

shipped me, he'd quickly get his

walking papers."

In light of its investigation, the company got up the interchange-able exhibits, in which the name "Vantine" is strikingly subordi-nated. It appears but humbly. The dominating idea of the dis-plays is "atmosphere," that elusive something that every product possesses, but that is often so hard to express tangibly. The exhibits were put out by the perfume department of the firm, which deals extensively in Oriental perfumes. The Orient fairly drips atmosphere. Therefore, by showing the lanterns and screens and fans and parasols of the Japanese, it was easy to obtain the desired effect. The Eastern atmosphere of the display suggested both the origin and character of the merchandise.

Naturally these Vantine exhibits make a strong appeal to the Too few manufacturers dealer. have offered him an attractive trim for his showcase or his ledge. It is something he has always wanted, and he jumps at the chance to get it. However, it is not an easy matter for the merchant to get a display from this company. In its investigation of the selling "helps" question, it saw what a frightful waste there is in the distribution of material. Dealers claimed this was due for the most part to the fact that much of the material was sent out unsolicited, and that when they did ask for "helps" advertisers were in the habit of sending more than

had been asked for.

This perfume house resolved to ship the displays only when they had been requested. Furthermore, the exhibits were to go out only with a shipment of the merchandise. The size of the order determines the particular display to which the buyer is entitled. larger the order, the more elaborate the exhibit material. An order for \$35 has to be placed before a display is earned. The firm's salesmen are being exhorted constantly to specify displays only when the dealer has promised faithfully to use them. The salesmen are told to impress the dealer with the fact that the exhibits are costly. By doing this and by insisting that a certain-sized order must be given to earn them, the retailer accords them the respect to which they are entitled and not the indifference he usually gives to material that is frequently sent to him, whether he asks for it or

Manufacturers in many fields should be able to adopt the Vantine idea of interchangeable displays. It is a plan that will not be overworked for a long time, and it is something that can be offered the retailer with the assurance that he is being given material that has the merit of being novel and highly effective.

#### Isaacson Joins A. M. Sweyd Co.

Isaacson Joins A. M. Sweyd Co. Charles D. Isaacson, who recently resigned as president and sold his interests in the Jos. Ellner Co., Ltd., New York, has been elected president of the A. M. Sweyd Co., advertising agency of the same city. He succeeds Walter Drey, who has severed his active connection with the firm to become general manager, in charge of advertising and circulation, of the Magasine of Wall Street. He remains with the Sweyd company as vice-president. Other officers are A. M. Sweyd, treasurer, and Louis Simpkins, secretary.

C. L. Greene Goes With Remington Arms

Charles L. Greene, formerly advertis-ing manager of the United States Carting manager of the United States Cartridge Company, has been appointed director of advertising by the Winchester Arms Company, of New Haven, Conn. Prior to his connection with the United States Cartridge Company, Mr. Greene was advertising manager of Rice & Hutchins, Boston. Recently he has been associated with the John J. Morgan Advertising Agency, Boston.

#### Paul Nemeyer With Williams & Carroll

The Nemeyer Advertising Company, Wheeling, W. Va., has discontinued business. Paul Nemeyer, president, has joined the Williams & Carroll Corporation and will have charge of the interests of the company's clients in the Middle West.

Selden Irwin, who was with the Wheeling agency, has established an illustrating and cony service in that city.

lustrating and copy service in that city.

Appointed to Club Magazine The General Federation of Women's Clubs Magazine has appointed Miss Florence Koch as its Chicago represen-

# Why don't you let your advertising agency give you service?

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No, you don't! Not if your advertising experience has taught you that all advertising is a gamble anyway, and all advertising agency advice open to suspicion. Not if you would rather prove yourself boss every minute than make a success of your campaign. Not if you have succeeded in getting your advertising agent so completely buffaloed that he doesn't dare write a line of copy except the kind he hopes will get your O.K.

Any one of at least seven New York advertising agents will put more concentrated thought into the productive disbursement of your advertising appropriation than you can take the time for.

Any one of those seven will feel all the responsibility that you will yourself.

Any one of them will work out a plan of campaign for your business that will be very close to what you would work out yourself if you had made advertising your one specialty.

Yes, and we believe that any one of those seven will tell you to salt your money if spending it in advertising looks to be any more of a gamble than any other ordinary business venture.

Every one of those seven knows that, to earn any part of the commissions the publishers pay him for serving you, he must be ready to run the risk of your displeasure in contending for what he believes is right-in plan, selection of media, and copy.

And don't ever flatter yourself that you have won the argument just because your agent gives in. You may have merely overruled in ten minutes what probably took years of experience and study and observation-and special ability—to produce. If he gives in without reminding you that it's your money, and that the final decision is yours, and that he believes you are wrong, he is not a fair representative of a class of business men who know their job and have proved it over and over again.

If you have put this coat on, it fits you.

If you haven't, it doesn't, and we salute you and your advertising agency.

# Hanff-Metzger

**Advertising Agents** 

Jos. A. Hanff, President Geo. P. Metager, Vice President

95 Madison Ave., New York

# The Most Valuable Cotton Crop in The History Of The World

What It Means to the South and What it Should Mean to You On the day this advertisement is written, October 12th, COTTON is quoted at the very remarkable figure of 17.45 cents per pound. The most conservative estimates place this year's COTTON crop at 11,600,000

bales, which at the present market price will bring \$1,012,100,000.

Adding to this price of the lint, the \$230,000,000 which the seed will bring at current prices, it will be noted that the South is receiving this year from COTTON alone the enormous sum of \$1,242,100,000,-approximately

One and One-Quarter Billions of Dollars

This is over \$1,000,000 more than the total

Members of the Southern

TENNESSEE

# One and One-Ouarter Billions of Dollars

alone the enormous sum of \$1,242,100,000,—approximately

This is over \$1,000,000 more than the total amount received for the most valuable previous crop.

It is two and one-fourth times the number of standard silver dollars in the U. S. It is two and two-thirds times greater than the value of all national bank notes in the United States.

It is one-half the total of all the gold coin in the United States, including the gold bullion in the treasury at Washington.

It lacks but \$9.642,408 of being twice the total of gold coin in circulation in the U. S. on September 1, 1916.

It is three and one-fourth times the en-tire gold production of the world for one

It is ten times the total of building permit valuations of the greatest building month in the history of the United States.

the people of the Southern States are obtaining an income from COTTON this year of \$37.88 per capita. The significance of this fact is best understood in view of the fact The population of the South being estimated at 33,000,000, that on September 1st there was but \$39.59 per capita of money in circulation in the U. S.

The fact that the South today is a magnificent field for the merchandising of nationally distributed products is patent. And Southern newspaper space is at present the best buy in the advertising world.

Newspaper Publishers' Association Members of the Southern

The undersigned representative daily newspapers will be glad to furnish information relative to merchandising possibilities of specific commodities in their respective sections of the South.

ALABAMA

Birmingham Age-Heraid Birmingham Leager Birmingham News Gadden Journal Mobile Register Montgomery Advertiser

Little Rock Arkansas Demolacksonville Times Union ARKANSAS FLORIDA

Tampa Times

Albany Herald
Aftanta Constitution
Aftanta Georgian-American
Attanta Journal
Augusta Herald
Macoon News
Macoon Telegraph
Sarantah Miching News
Sarantah Miching August GEORGIA

Louisville Courier-Journal Louisville Herald Louisville Times KENTUCKY

Charlotte News
Charlotte News
Charlotte News
Charlotte Observer
Greenborn Dally News
Rafeigh Times
Window Salem Twin City
Dally Sentinel NORTH CAROLINA

Anderson Dally Mail Charleston Evening Post Columbia Resord Columbia State Greenville News Spartanburg Herald SOUTH CAROLINA

Chattanoga News
Chattanoga News
Chattanoga Time
Knowille Joural & Tribune
Knowille Sentine
Mempils Sentine
Nahville Banner

VIRGINIA Lynchburg News

TEXA8

Galveston News

Prepared by the Massengale Advertising Agency, Atlanta, Ga.

#### YORK TRIBUNE, SUNDAY, OCTOBE

The eye of a reader of The New York Tribune jumps a column rule between a news item

and an advertisement as easily as any other line separating two kinds of news.

Tribune readers consider an advertisement is just as much a part of the paper as a Frank H. Simonds' war article, a Garet Garrett financial editorial or a Heywood Broun dramatic criticism.

The Ad-Visor Column, The Bureau of Investigations, and The Money-Back Guarantee of The New York Tribune all combine to teach its readers to regard advertising as news. It is waiting, this army 100,000 strong, of super-responsive, super-intelligent, trained advertising readers, to buy your product—when you tell them about it in The Tribune.

How quickly will you give them the opportunity?



## Putting a Grand Air Into Copy

How Smartness and Savoir Faire Are Being Hitched to the Selling Effort

#### By Newton A. Fuessle

SMARTNESS is gradually creeping into copy that was formerly written solely and exclusively in blunt, simple, homespun, curbstone language.

The "smart" appeal that is becoming so prevalent applies to two classes of merchandise. First—to articles priced so high that their sale is automatically restricted to people of wealth. Second—to medium-priced or even low-priced articles which merchants have decided to clothe in an atmosphere that will appeal to the suppressed function of

aristocracy or snobbery that is inherent in many who neither ride in lordly limousines, nor snip coupons from mighty bond issues, nor walk with the elect.

The rapid increase of the "smart" appeal of copy in class two is due pretty largely to the fact that clever psychologists of copy and of selling have discovered that there smolders in most shoppers a secret yearning for social heights that they can never attain.

And so, when a copy-writer addresses plain and penurious Mrs. John Smith in the same grand manner in which he would address Mrs. Leslie Chalmondeley-C hat-field, he flatters Mrs. John Smith enormously and

often teases her successfully along to the point of purchase. What's more, he can do it perfectly legitimately. He can discuss a lowpriced article with a grand air without any lies about it being either told or implied.

The effect of smartness in copy is often obtained by an assumption of savoir faire. Contrast, for instance, the rough stuff in the copy which is presumably selling Mecca cigarettes, with the severe restraint and the suave assumption of savoir faire that comprise the sustained appeal of

Pall Mall copy. There is fine flattery and subtle force in the slo-gan, "A shilling in London." The bulk of the sale of Pall Malls in America is to men who have never been in London and who will probably never get to London. They will never have occasion to purchase their favorite cigarette with shillings instead of quarters. The vast bulk of them don't know the difference between a shilling and a farthing. Yet there is sales wizardry in the magic "A shilling in London." Its appeal is as potent to the clerk who never takes ship farther than to Coney Island as it is to the seasoned globe-trot-And there ter. many are salaried men who have been induced



A RECENT EXAMPLE OF THE ULTRA-SMART APPEAL 53

to smoke this high-priced cigarette solely because of the adroit flat-tery that dwells in its copy, and they never change brands. They they never change brands. cannot dine at Delmonico's or ride in an imperial Packard limousine, but they can and do indulge their love of class, of distinction, of fastidious discrimination, by smoking nothing but Pall

It costs a tidy sum to shop at Lucile's. For Lucile, the trade name of Lady Duff-Gordon, has become a name to conjure with. She has designed frocks for the queens of Europe and the wives of America's finance kings, for millionaire weddings, for stage stars and grand-opera prima donnas, for coronation fêtes, and the Her name has been tied up inseparably, one thought, with smartness and elegance. And now comes a great mail-order house, Sears, Roebuck & Company, of Chicago, hires Lucile to design clothes for its patrons at prices ranging from \$20 to \$45, and sells the same in huge quantities. Romance and a sense of surpassing smartness are thus brought into the remotest homes that the Sears-Roebuck catalogue reaches. The humblest shanty of the plains ties up with the great name Lucile. And the great mailorder house stimulates its movement of women's wear to a degree that could probably never have been attained in any other Sears-Roebuck puts on wav. "dog" and multitudes of women put on Sears-Roebuck clothes.

The smartness which dwells in the name Lucile has also been used by one motor company which got Lady Duff-Gordon to design the interior of its closed cars. Not only that, but it got Lady Duff-Gordon to sign some of its These are smartadvertisements. ly written. They set forth a blasé indifference to everything but car interiors. For example: "I know not and care not whether it be what mechanical men cail a six, a 22, or a 3400. Les détails m'ennui. I leave them to Mon-

sieur Chauffeur.

Oh, la, la, la! So smart are the lilting phrases of the Lucile copy, that the accounting department, which pays the bills for their appearance on the surging billows of printers' ink, can in no wise be expected to know what it's all about. But dealers all report that Lady Duff-Gordon interiors are in hot demand.

Another motor-car manufacturer, not to be outdone by this in-genious departure, hires Elsie de Wolfe, "the leading authority on decoration," to plan interiors. The effects, we are assured, are accomplished in the simplicity and taste for which this artist is famous. Again the frank appeal to the smart and near-smart of the land.

#### "LUXURY" TEMPTS HOI POLLOI

Still another motor-car rests its case for the present upon copy that embodies a brief essay on luxury—nothing less. "Luxury is something more than comfort, something more than beauty and something more than style," this potent appeal to the smart set. "It is even something more than a combination of all three. It lies not only in making a cushion soft; it includes arranging that cushion at angles and heights that suit the position of the body. It means more than an engine which ceaselessly propels the car; it conceives an engine which starts and stops with so little friction that one glides from motion to rest, or from rest to mo-Luxury is sensuousness, softness, silence."

One of the leading electrics says in its copy: "There are certain cars-perhaps not more than two or three in both the gas and electric field-ownership of which is a recognized hall-mark of social distinction." The appeal is frankly to the snobbery that, secretly or openly, exists in some of

Another company, in its effort to make its copy highly smart, uses the royalty slant. Though this company makes cars that sell from \$825 to \$1,175, the lower level of medium-priced vehicles, it lists bluebloods of Europe among its owners, and apprises us that "royalty is above all things

# Illustrated Sunday

# Magazine

The Illustrated Sunday Magazine is more than ten years old.

From the beginning it has been circulated with more important Sunday newspapers each week than any other Sunday magazine.

For a considerable time now it has averaged more advertising space each month than any other Sunday magazine.

A great number of the same advertisers have used our magazine for five years or longer.

Most of the mail order advertisers using our publication started with small space. Some of them are now using full pages and double page spreads.

The Illustrated Sunday Magazine is never less than twenty pages in size—from an editorial standpoint it is admittedly a most interesting magazine with regular department features, and from an advertising standpoint it has shown wonderful results.

That is why it has been the leading Sunday magazine for some time, and why for the first ten months of this year its records show an advertising gain of 11,500 lines.

Sincerely yours,

CHICAGO

BOSTON

La Bear

DETROIT

ynstid steer gs.e; ne-

s - nin s - f

human, loving enjoyment as do you and I, but better able to follow every new appeal." Among the lists of owners of the car included in this copy are such exalted nabobs as Queen Alexandrine of Denmark, Princes Margrethe of Denmark, Prince Andre of Greece, et cetera. And the illustration shows King Alphonso of Spain, and he is billed in this copy as "but a gentleman driver under his royal insignia, with a

room, we are apprised, is furnished with the Patrician design in Community Plate. Others are Mrs. O. H. P. Belmont, Mrs. Beresford, Mrs. F. C. Havemeyer, Mrs. Reginald C. Vanderbilt, and Princess Troubetzkoy. Common folk thrill when, reading on, they note that they can obtain teaspoons of precisely the design owned by these social magnates, for \$5 the dozen. And, if any of us feel the slightest misgivings

about breaking into the charmed circle, we are reassured that "when it comes to silverware, even the staunchest American is an aristocrat at

heart."

How much Mary Garden charged Rigaud, the Paris, perfumer, for the privilege of putting Mary Garden Perfume on the markets of two or three continents, is still a trade secret. But the high cost of doing so must be nicely overbalanced by the profits. The smartness that suffuses this Rigaud copy is effectively heightened by the intimate tie-up with Mary Garden. Nay, more-even Solomon and all his proverbial glory are deftly utilized-and the Queen of Sheba. Thus runs the copy:

"When the Queen of Sheba visited King Solomon, this Mag-

Solomon, this Magnificent Monarch was as much influenced by the subtle fragrance which enveloped her as by her superb physical beauty. Thousands of years later Rigaud, Master Perfumer of Paris, developed the art of personal expression in perfume, which the Great African Queen sought to attain through her wise men and the efforts of her hunters for rare oils, gums, civet, musk, and amber. Queen of Sheba's resources, however, never produced an artistically



"HENRY JAMES COULD DO NO BETTER"

tasteful appreciation of Best Things," who "enjoys his car for what it is, and for its beauty which reflects his station."

Community Plate copy is at present showing the lists of celebrities who use Oneida Community products in their dining-rooms. One, the Baroness de Meyer, is duly billed as the daughter of the Duke of Caracciolo of Naples, and the goddaughter of the late King Edward VII. Her dining-

### Announcement for 1917



Woman's World will publish the best small-town family magazine the rural field ever had.

Better paper—more distinctive stories—finer illustrations—and the most constructive articles and editorials obtainable.

This, notwithstanding the unprecedented paper situation.

For those who wish to take advantage of the prosperity of the rural field through a magazine edited alone for this field—we bespeak the consideration of Woman's World.

Agreed H. Francisco

# TWO!

"\*\*\*\*\*\*\*My business was almost instantaneously made a spectacular success by these men—and for three years has been a wonder of the advertising field."

The above is an extract from a letter written by one of our clients to a prospective customer who inquired regarding our service.

#### RUTHRAUFF & RYAN

Advertising

450 Fourth Avenue, New York

harmonious fragrance, such as Mary Garden Perfume, which is identified with the spirit and personality of the great soprano herself and is equally effective in expressing the personality and natural charm of Everywoman."

ural charm of Everywoman."
Realists may howl "It can't be done!" But that doesn't keep boarding-school miss, Manhattan waitress, and Harlem drudge from both yearning for and purchasing a vial of the essence of Garden. Here, in other words, is an overpowering appeal both to the active and dormant sense of class and smartness, done in a way that is bound to move the fragrant stock.

Goodwin corsets, in turn, hitch the chariot of their copy to Anna Held. "I didn't know that such wonderful corsets were made in America. In the future I shall wear no other," declares the dainty diva. The copy-writer falls on the testimonial like a Harvard half-back on the ball. Appended to the copy are voluminous lists of Goodwin dealers, ranging all the way from Muscatine, Iowa, to Muskogee, Oklahoma; and who shall say that this appeal to class and smartness can fail to move matron and maid to buy, regardless of age, girth, or previous condition of avoirduncie?

Turn now to the smart aloofness of the Hampton Shops copy. Here are dignity, atmosphere, historical allusion, and classical charm. No curbstone English here. No colloquialisms. Here is stylistic finish. Henry Tames could do no better—nor half as well. "The Significance of the Hampton Sentiment," runs one caption. And the copy: "In those delightful old English Rooms, whose quiet dignity carries us back to the spacious days of Queen Elizabeth, the harmony between the centuries-old Furniture and its surroundings is so intimate as to be difficult of attainment in our own day."

The appeal is so subtle, aloof, remote, that one perceives at once that Hampton furniture is not for the commoner, not for him who splits his infinitives, nor for the

housewift who lacks a burter's pantry. Wet it makes these ever Hampton creations will the prove keenly.

The appear to smartness not infrequently contrusted the

STAESS ADM

French language By sticking to simple constructions and words whose meanings are fairly obvi-ous, Djer-Kiss and Mavis copy hits the French high-spots in a manner that is not wholly beyond the ken of those who have struggled through a course or two of high-school or college French. "Mavis est un oiseau Thus: charmant et un parfum charmeur. And, in re Djer-Kiss: "Les Nez All et les Femmes Charmantes." very smart and chic, and reinforced into dynamic direct sales strength by enough of the King's English to explain whether it's a face powder, a lip stick, a toilet water, or an eye-brow pencil.

#### NEXT THING TO GOING TO PARIS

Paris, the home of savoir faire, is itself invoked in the fetching Tecla copy. "Tecla Pearls," we read, "were first created in Paris, read, "were first created in Paris, and Paris was the first city to extol and to wear them-Paris, centre of feminine foibles and fashions-Paris, at whose caprice a new name is exalted or an ancient reputation dies! Paris has for years signified her approval of Tecla pearls by word and wear, a distinction which she would never have conferred but for their inextinguishable resemblance to the ocean specimen." A masterly appeal, in short, to that love of class and distinction that every woman knows.

A final method of appeal to superior taste is found in the Tiffany school of copy. The severity, brevity, and restraint of this class of copy proceeds from the assumption that a product stands in a class so solely by itself that it recognizes no competition and feels little or no need of any discussion in the copy of the merits of its goods. It contents itself with the coldest and most formal statistics and lists.

The best example of this mode of appeal to smartness is, of course, Tiffany copy itself. Revillon Frères, the New York furriers, have adopted the same method. So have Dreicer & Company, the jewelers, who expand but slightly upon the stark brevity of Tiffany copy. L. P. Hollander & Company, importers of women's wear, do likewise. And, of course, Brooks Brothers, makers of gentlemen's furnishings, of New York, Boston, and Newport.

S. Karpen & Bros., makers of furniture, have long adhered to pretty much the same style of copy. But one judges, from the text of a piece of their October copy, that there is room for suspicion that the Karpens may have overshot the mark. Hence, no doubt, the following illuminating and explanatory statement in this particular piece of copy:

"Quite frequently we are called upon to correct the impression that Karpen furniture is expensive. It is not only economical in the sense of an excellent article that will give a lifetime of service, but many of our designs are so reasonably priced that the good taste which prompts you to purchase them will not be overruled but rather encouraged by your pocket-book."

If, as one gathers from the foregoing paragraph, the Karpens overshot the mark of smartness in the past, and created the impression that Karpen prices were for the very wealthy only, there is room for the question as to just how far copy may go in the direction of restraint and how far it may hold itself aloof from the crass subject of prices, without cold-shouldering away considerable trade that it might otherwise bring across its thresh-hold.

Leagues yawn, of course, between the harum-scarum buttonholing style of copy that announces a department-store basement-bargain sale between the
hours of eleven and noon, and the
frigid copy of Tiffany or of
Brooks Brothers. But a careful
and wide study of all current copy
that embodies smartness and appeals to the sense of the aristocratic, prompts the conclusion that

where there is any competition, there ought to be smartness accompanied by warmth, and color, and human interest. For without these there is no grip, no lure, no real appeal to the imagination.

For as long as America is largely inhabited by new-rich who have not yet had all the romance and humanity ironed out of their souls, copy on even the most expensive products can well afford to abandon some of its frigidity and intensify its appeal. As long as the waves of fiscal fortune are tossing Diamond Jim Bradys from baggage-rooms into palaces, red as well as blue blood ought to run through copy, even though it happens to be written about the only pebbles on the velvet beaches of Maiden Lane.

Writing copy and buying space, after all, are for the purpose of selling goods, and the desire to possess is hardly to be kindled by rubbing together a couple of icicle-phrases. The kindling, result-getting effect is being woven into advertising that formerly held no glow. And the appeal to the sense of smartness has not suffered, but has profited, by the introduction of humanness and feeling.

#### Gammel's Successor With

Gibson Co.

William A. Feather has been elected secretary-treasurer of The David Gibson Company of Cleveland, to fill the vacancy caused by the resignation of R. E. Gammel.

Mr. Feather has purchased Mr. Gammel's interests in the company. He

Mr. Feather has purchased Mr. Gammel's interests in the company. He served six years as feature writer for the Cleveland Press and Newspaper Enterprise Association. Previous to joining the Gibson company he was a member of the publicity department of the National Cash Register Company of Dayton.

#### Auto Publications Consolidate

The Retail Motor Trade Journal and Garage Efficiency have been acquired and consolidated with the American Garage and Auto Dealer of Chicago.

E. F. Warner, publisher of Field and Stream, Smart Set and the Parsienne, has appointed Norwood Smith to the advertising staff of these publications. He has been in the newspaper publishing business in Connecticut.

# The Plain Dealer Is a Home Necessity In Cleveland

## Advertising-September Gains

During September the Plain Dealer published 932,092 lines of paid advertising—a gain of 115,372 lines over September one year ago.

Exceeding Cleveland's second newspaper (evening) by 79,338 lines.

Exceeding Cleveland's third newspaper (evening) by 420,700 lines.

Exceeding Cleveland's fourth newspaper (morning and Sunday) by 433,272 lines.

There are five necessities in every English-speaking Cleveland home: water, gas, electricity, the telephone and THE PLAIN DEALER, and the newspaper outranks them all. Seventy-five years ago, when all communication was wireless; when Cleveland was reading by candle-light and pumping water to boil on its wood-fire, THE PLAIN DEALER was a valued visitor in every home. Successive generations have simply intrenched and increased this homeinfluence.

"Keeping house" without THE PLAIN DEALER is now no more of a possibility to Cleveland's 600,000 people than it was to her 6,000 pioneers in 1841.

And one copy of a newspaper which is actually within the home through a length of years, carries more advertisinginfluence than a dozen copies of the newspaper which is merely knocking at the door.

THE CLEVELAND PLAIN DEALER is grateful for this exceptional home-influence, which accounts for the exceptional circulation and advertising records here printed.

# Circulation Net-Paid-In-Advance Daily: 145,000 Sunday: 185,000

Western Advertising Representative JOHN GLASS Peoples Gas Building CHICAGO Eastern Advertising Representative JOHN B. WOODWARD Times Building NEW YORK

# NEWSPAPER MAKING

By JASON ROGERS Publisher, The New York Globe

HERE is abundant food for thought for newspaper makers of the future in the really notable success of William L. McLean with the Philadelphia Bulletin, now selling more than 400,000 copies a day. Those of us who remember the Bulletin twenty years ago, when Mr. McLean bought it, must acknowledge the truly wonderful development he has accomplished. I do not remember what the circulation of the Bulletin was in 1896, which was about the time Mr. McLean applied his magic wand, but it was very small.

Mr. McLean knew what the people of Philadelphia wanted in the way of a popular evening newspaper better than anyone else has ever done, as has been proved by results. He gave them a more conservative appearing newspaper than have most of the successful publishers in other cities. His conception was not widely at variance with the policy pursued by the late Col. Nelson with the Kansas City Star, yet he tinctured the product with a little of the coloring of the Chicago Daily News and a dash of Hearst vigor.

From first to last the Bulletin stands out as a newspaper success. Mr. McLean has the reputation of buying the Philadelphia rights for almost every worthwhile feature in the market. From the mass his editors select what is best for the day, and this, con-densed to the limit, provides the backbone of the Bulletin.

Mr. McLean was an experienced newspaper man before he bought the Bulletin. His first efforts with the Bulletin were in seeking to secure for it larger circulation as a basis for increasing the advertising earnings, to put the property on a s money-making basis. self-supporting

money-making passis.

My first acquaintance with Mr. Mc-Lean was in 1896, when he was in New York seeking information regarding bicycles with carrier wicker baskets to be used by his carriers. From that day to this the Bulletin has had probably as fine a delivery system as any newspaper in the country. Mr. McLean believed

in getting his newspaper thoroughly and rapidly distributed to as many points as he could. This has cost heavily at all times, but the expense has been justi-

times, but the expense has been justified by results.

One of the striking features of the Bulletin has been the consistent policy of stimulating the development of small display advertising, by maintaining very nearly flat-rate principles.

nearly flat-rate principles.

These processes grew out of his long years' experience as solicitor and advertising manager. The small advertiser in the Bulletin enjoys nearly as low a rate as the big department store, provided he uses a very reasonable amount of space on a contract. The Bulletin has been very successful in developing many of these small-at-the-beginning accounts into the his ones beginning accounts into the big ones

beginning accounts into the big ones today.

Back of all these wonderfully effective business-office activities, the Bulletin has always been a most complete and carefully edited newspaper. Probably no daily newspaper in any of our larger cities represents as small a percentage of waste or carelessness recretion, the presentation of news fear percentage of waste or carca-garding the presentation of news, feagarding the presentation of news, rea-tures, or regular departments. Every item is accurately weighed as to the amount of space it should occupy, and all writers are carefully instructed as to how to cut out superfluous words in the preparation of their news. A study of the Bulletin and its meth-ods would be advantageous to many resupposer, editors, and publishers in

newspaper editors and publishers other cities.

Comparatively few newspaper 

In this judgment I am certain they are mistaken, for a newspaner as good as the Philadelphia Bulletin, laid down in almost any other city in the world, would so rapidly distance those of the lighter, less sincere sort that the ensuing competition would be rather a farce comedy than a real battle between equally equipped opponents. Human nature is about the same everywhere, and the public anywhere may be depended upon to quickly pick the genuine from the sham.

The most casual inquiry among the

The most casual inquiry among the merchants and business men who advertise in the Bulletin will convince any one that Bulletin readers respond to advertising in its columns. This is one of the peculiar advantages of building up a newspaper along sane lines in contrast to spread-eagle methods. Advertising is most effective where it does not have to compete for reader attention with blatant scare-heads and rampant sensationalism.—The Editor & Publisher for October 7, 1916.

#### Post-Office Charged by Retailers With Favoring Mail-Order Houses

Head of Parcel Post Committee Denies Charge and Dissects Mail Costs of Catalogue Concerns

Special Washington Correspondence

R ETAILERS in various lines are openly charging that the Postmaster-General or the Post-Office Department is showing favoritism to mail-order Even the national associations of retailers, through their general officers, are making these accusa-

One powerful organization of merchants recently sent out to its thousands of members throughout the country a statement in which this declaration is made: "There is scarcely one among the hundreds of thousands of those engaged in the retail business who does not feel that the Postmaster-General is against them at every turn, and is using every perquisite and privilege of his office to help the mailorder houses."

It will be readily appreciated that this is a pretty broad and serious charge and that such an impression, however unjustified it may be, if it finds firm lodgment in the minds of retailers, will have its effect upon advertising and merchandising conditions. Accordingly, PRINTERS' INK has given the leading officials of the Post-Office Department an opportunity to answer the charges made and also to investigate, on its own account, what has inspired this keen resentment on the part of retailers

At Washington, where every-thing is tinged with the political, the first supposition was that this present denunciation by retailers was timed for its political effect in a presidential campaign. However, there is pretty convincing evidence to upset this diagnosis and to indicate that it was mere coincidence that the wrath of organized retailers reached the boil-

have moved the small storekeepers to their present extremity of indignation is the setting aside of \$10,000 to try out what is commonly referred to as the "Lubin scheme."

One thing added to another. these past four years, has aroused the suspicions of the general merchants and the small-town storekeepers who find their most dangerous competition in the operations of the catalogue houses. It will be remembered that these retailers were bitterly opposed to the establishment of the domestic parcel post, and they have, for the most part, never become reconciled to this delivery system. On the contrary, fresh fuel was add-ed to the flames of their anger when the weight limit was raised and again when a ruling was made which admitted the cata-logues of the mail-order houses to the mails at what was, in effect, a new rate. Now comes the scheme fathered by David Lubin. The statement that Mr. Lubin was formerly connected with a mail-order house on the Pacific Coast and the circumstance that C. H. Thorne, formerly of Mont-gomery Ward & Co., has endorsed the project have proved damning in the eyes of the retailers.

#### LUBIN SCHEME THE LAST STRAW

Readers of PRINTERS' INK were told of the ire of nationally or-ganized retailers because of the methods used to popularize the Lubin plan, particularly the circulation as a public document of a pamphlet, reputed to exceed a million copies, containing statements from mail-order executives. However, the resentment because of this circularizing is as nothing compared to the indignation that has followed the action of Coning-over point on the eve of a has followed the action of connational election. What seems to gress in passing an amendment,

slipped into the Post-Office Appropriation bill, which gives the Post-Office Department the sum of \$10,000 to try out the new scheme in three localities.

As for the position of the Post-Office Department, it has been pointed out to PRINTERS' that the department neither in-spired nor endorsed the Lubin proposition. On the contrary, there are various high officials in the department who, although they do not wish to be quoted to that effect, have no faith in the Lubin proposal. The idea of David Lubin, as they understand it, is to have the Government not merely act as a carrier of produce and merchandise between country and city and vice versa, but further-more assume the role of middleman, maintaining warehouses and actually buying and selling for all clients who choose to seek the service. The pessimistic officials argue that all this latter is a function not properly within scope of the Post-Office Department. Although they intend to carry out the instructions of Congress to try out the plan and report upon it, they are very skeptical as to the outcome.

The Lubin enterprise has served as the proverbial "last straw" to the organized retailers. Nevertheless, it is evident from a perusal of the literature lately sent out that what rankles most is the admission to the parcel post of the catalogues of the mail-order houses. It is claimed that Montgomery Ward and Sears-Roebuck catalogues that formerly cost twenty-seven cents each for postage now go for nine cents, and the assertion is made, "this reduction in postage virtually amounts to a Government subsidy worth millions of dollars annually

to mail-order houses."

First Assistant PostmasterGeneral John C. Koons has been
asked by the Postmaster-General
to make reply for PRINTERS' INK
to these charges, because Mr.
Koons's long service as head of
the Parcel Post Committee has
made him more familiar than any
other official in the department
with the whole subject of cata-

logues, etc., in the mails. Before entering upon a discussion of the question of catalogue rates he took occasion to deny most emphatically the charge of the organized retailers that "local merchants everywhere are shut out from enjoying the same rates on their catalogues and house-organs." He expressed surprise that anybody at all conversant with postal rates and regulations should insinuate that an equal rate for like matter is not available to all patrons of the mails.

"I do not consider," said Mr. Koons, "that the comparison which has been made is quite To be sure, a Sears-Roefair. buck catalogue may formerly have cost twenty-seven cents to mail; indeed, I believe it cost thirty-two cents, but that, it must be borne in mind, was for transportation to any point in the country -southernmost Florida or the most northerly point in Alaska The rate of nine cents that is now instanced is merely a firstzone rate, whereas if the cata-logue went to the distant point the rate would be twelve cents per pound, or higher than it was before.

#### THINKS CATALOGUE POSTAGE HAS NOT DECLINED

"Perhaps a critic may cite the fact that certain large mail-order houses have distributing points to which they ship their catalogues by freight so as to avoid the long carriage by mail, but it must be borne in mind that in such event the Government is relieved from the burden of carrying the catalogues over such stretches. Indeed, I may tell you that the Post-Office Department is to-day making more money out of its catalogue business than it ever did before. That was a losing proposition under the old arrangement; to-day it is a paying one. Furthermore, I do not believe that the new status has enabled the mail-order people to effect much saving. Of course, we have no means of knowing that, but the impression here in the department is that the change has not made (Continued on page 69)

The lasting, enduring, and really desirable American market is not in the uttermost part of the world—difficult of access and requiring unusual processes of manufacture, packing, and credit, but in the rapidly developing, prosperous, money free sections of the United States.



NEW ORLEANS is booming. The city reflects the wonderful prosperity of the States of LOU-ISIANA and MISSISSIPPI and the adjacent portions of Alabama, Florida, and Texas within its trading radius.

One-twentieth of the population of the United States is in the territory described above. THE NEW ORLEANS ITEM'S territory.

The circulation reports published recently by all NEW ORLEANS newspapers as required by the Government show THE ITEM clearly in the lead. If you haven't seen them, permit us an

exhibition of pardonable pride and an opportunity to lay them before you.

THE NEW ORLEANS ITEM'S rigidly enforced rules of advertising censorship by which the offensive, the fraudulent, and even the questionable are barred from its columns, have built up a reader-confidence that makes the advertising which qualifies and appears tremendously resultful.

Editorially stert, aggressive, unselfish, and far-seeing in the public's behalf, accurate and complete in news features, THE NEW ORLEANS ITEM has won its enviable first place on merit.

Member Audit Bureau of Circulations

James M. Thomson Publisher ARTHUE G. NEWMYER Business Manager



The John Budd Company Advertising Lepresentatives Burrell Bldg., New York Tribune Bldg., Chiesgo Chemical Bldg., St. Louis verage for six months

October 1, 1914

# Circulation Statements of Baltimore States Postoffice, from October 1st, 19

Morning Sun

92,328 GAIN

October 1, 1915	98,728   <b>10,5</b> 54				
Evening Sun	Evening				
Oct. 1, 1914	Oct. 1, 1914				
Sunday Sun	Sunday An				
Apr. 1, 1915 84,034 GAIN FOR PERIOD Oct. 1, 1915 88,001	Oct. 1, 1914				

\*The News has changed method of submitting statement, they now comb

The News has a 5.30 edition and since June Star also has editions at noon and 5.30 circulation figures. THE EVENING SUN be Editions like these for Street Sales, nor in the circulation figures.

more Papers as Submitted to the United 1st, 1914, to October 1st, 1916, inclusive

1	Average fo	hs	Morning American											
AIN PERIOD	April October April	1, 1915										83,91 81,93 81,98 80,67 80,11	8 2 1	LOSS FOR PERIOD 3,793
Evening	News	,		1					E	U	eni	ing Sta	r	
74 72 70 68	,148 ,916 ,642	FOR PER	HOD	A C	Apr. Oct. Apr.	1, 1 1, 1 1, 1	91. 91. 91	5 .				53,27 47,83 49,31 47,58 43,52	5 5 9	LOSS FOR PERIOD 9,746
day Am	erica	n							S	ur	ide	ay New	vs	
11 0 11 1 109 106 102	,500 ,290 ,145	LOS	IOD	A C A	pr. oct. pr.	1, 1 1, 1 1, 1	91. 91. 91.	5 .				56,89 60,76 62,10 64,54 ee Footno	0119	7,651

ince June 6th has issued a Noon edition. The 15.39 P. M. All of these are counted in their SUN being a HOME PAPER issues no Special, nor loes The Sun at any time include extras

#### AN APPRECIATION

BEGINNING with the January issue, THE AMERICAN SUNDAY MONTHLY MAGAZINE will be combined with HEARST'S MAGAZINE.

IT WILL take over to that publication its serial stories, its trade promotion department, its dealer service magazine,—the MODERN RETAILER and the major part of its selling staff.

A FOUR PAGE announcement giving in detail the contemplated plans for this greater magazine of the "big town field" will appear in next week's issue of PRINTERS' INK.

ON BEHALF of our selling staff we wish to express our great appreciation to those advertisers and advertising agents who recognized the Value of the AMERICAN SUNDAY MAGAZINE as a medium constructed to reach the big city markets.

WE ALSO want to express our appreciation to those other advertisers and advertising agents who, though not agreeing with some of our ideas, yet at all times extended to us most courteous consideration and willingness to be shown.

> CHARLES S. HART, Advertising Manager AMERICAN SUNDAY MONTHLY MAGAZINE

much difference one way or the other in the catalogue postage bills of the mail-order concerns.

"The Post-Office Department is endeavoring to promote the most liberal use of the mails and to treat all patrons absolutely alike. If we have ever shown any favoritism to any class it has been to the farmers and to the ulti-mate consumers of farm produce resident in the city, in that in furthering the farm-to-city service of the parcel post we have given the rural producers free advertising to the extent of printing their names and addresses in the lists issued at various post-offices. I am surprised at this new evidence of antagonism, because, since the registering of protests against the parcel post some little time ago by a merchants' associa-tion in St. Louis, we have had very little criticism on any such score."

#### Michaels-Stern's Dealer Activity

Michaels, Stern & Co., of Rochester, N. Y., have announced to their dealers that at the time their national advertising appears, customers will receive large reproductions in color of the ad-vertisements, for use in their windows and electrotypes of the advertisements

"Thus," the company explains, "the national advertising of Michaels-Stern

national advertising of Michaels-out-in Clothes can be brought directly home to every dealer in a way that he can actually see and capitalize."

Emphasis is laid on the "human interest" variety of the drawings, which will be by R. F. Schabelitz, and will each tell an amusing story. The adeach tell an amusing story. The advertisements will be reproduced in the trade journals during the next few months.

#### Novel Advertising for Jersey Cattle

An odd publicity campaign just com-pleted was the trip of the "Flying Jer-seys," so-called. This was a cross-coun-try dash of a special train carrying a herd of 168 Jersey cows and bulls from Waterloo, Iowa, to the National Dairy Show, at Springfield, Mass., opened October 12.

The trip was promoted by the American Jersey Cattle Club, with headquarters in New York. The association has for its purpose the furtherance of the interests of Jersey cattle. The cattle to take the trip are the show herds of ten exhibitors from as many States.

The caravan consisted of the cattle, traveling in ten Arms palace cars, with four Pullmans for their human entourage. Starting from Waterloo, October 8, they were scheduled to make three stops between Waterloo and Springfield—at Indianapolis, Columbus, and Utica, N. Y., where they made flying visits



to local cattle shows and were welcomed by governors, mayors, etc., and escorted to the fair grounds by the fire depart-ments and parades. Before their ar-rival at these several places advertiserives at these several places advertisements appeared in the papers headed "The Jerseys are Coming," with the schedule of their several stops.

Each cow or bull traveled in her or his own special compartment.

#### Glove-makers' Rules for Returned Goods

Because of the increased costs of manufacturing kid gloves and the practice of certain retailers of returning gloves for exchange or credit when they are partly worn out or damaged by rough handling, twenty-six prominent manufacturers and importers of gloves with offices in New York, according to the New York Times, have adopted a uniform method of treating all claims for damaged gloves. These rules, which will go into effect with sales made from stock and advance orders for future delivery from January 1 next, provide that customers are to be credited twice yearly with 50 per cent of the value of the gloves returned and accepted, and that all gloves returned and accepted are to be retained by the manufacturer or importer. This move was made necessary, a well-known glove man said recently, because of the variances of the guarantees and the methods of their application. It is expected to make for better trade conditions.

#### Sectional Campaign as Test for Co-operative Advertising

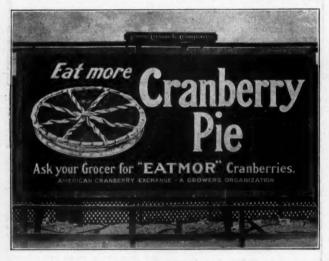
Cranberry-Growers Will Cover One City Only, Preparatory to National Campaign Next Season

RANBERRY-GROWERS CRANBERRI - One out what advertising can do in enlarging their market. A co-operative campaign, which possesses several novel features, began the first of October.

Only one city will be covered, but \$25,000 has been appropriated to give advertising a thorough trial in that one locality. The test will be interesting to other producers who are at a loss to

have been different qualities of berries on sale in the stores, but no attempt was made to help purchasers choose the best or to educate them to new uses.

Up to the present year, cran-berries have been sold in much the same manner that has prevailed in the marketing of potatoes, carrots and like commodi-ties that are staple and in almost universal use, with one important exception. The season opens



OUTDOOR DISPLAY FEATURES THE NEW TRADE-MARK

know how to increase sales of a product which must, almost of necessity, be sold in bulk, and which doesn't seem to be advertisable.

Cranberries are handled through wholesalers by brand names, the brands denoting varieties of color, size and quality and the locality in which the berries are grown. These brands have never meant These brands nave hevel manything to housewives, however—indeed, they have never even been made known to them. There

about October 1st, and runs through four months, reaching its height at holiday time. The con-certed demand for the late-maturing berries has not permitted uniform distribution. In the large cities there is usually a glutted market. In the smaller towns and country there is a famine. A constantly increasing acreage aggravates the condition. In 1901 the total crop was 290,000

(Continued on page 75)

Advertising must be simple because it appeals to so many.

# Poster Advertising

magnifies simplicity by striking color, heroic illustrations and forceful text.

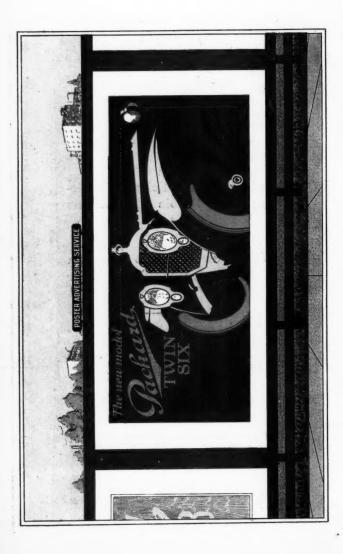
We can demonstrate this with a specially prepared design for you.

> 16 years Exclusively in Poster Advertising

## American Poster Co., Inc.

DONALD G. ROSS - President S. J. HAMILTON, Secy. and Treas.

110 W. 40th Street, New York City



# Sound Reasoning

HE purpose of this Packard Poster is interesting because it represents a distinct service which posters render to a manufacturer.

The purpose of this Poster is obviously to centre attention upon a new model by the most spectacular pictorial means. With many new models being announced by many manufacturers, that car whose announcement flashes at the reader at almost every turn is the car which is sure to get a hearing—is sure to be lifted out of the rank and file of motor cars by the prospective buyer.

The principle is as sound for every product under the sun. The Packard idea is right.

Write us for estimates on any territory.

# Poster Advertising Association CHICAGO, ILL.

GEORGE ENOS THROOP, Inc. 8th Float Town Building, Cheep, Ling Throw Building, Cheep, Ling Throw Building, Cheep, C

THE A. DE MONTLUZIN ADVERTISING CO., 1132 Union Trust BMg., Gracinasti O. IVAN B. NORDHEM CO. . Marhvidge Basiling, New York; Pritsburgh; Chicago A. M. BRIGGS CO.





#### Forty-two Years' Experience

The publishers of THE AMERICAN WOMAN have had forty-two years' experience in meeting the requirements of women in small towns. That is the chief reason why THE AMERICAN WOMAN has 500,000 reader subscribers and is the favorite in over half a million homes.

WESTERN ADVERTISING OFFICE W. H. McCURDY, Mgr. 30 No. Dearborn St., Chicago, Ill. EASTERN ADVERTISING OFFICE WM. F. HARING, Mgr. Flatiron Bldg., New York. barrels. In 1915 a crop of 442,-000 barrels was produced. The 1916 crop of approximately 458,-000 barrels is short. Under normal conditions, the crop would have reached 750,000 barrels. Confronted with such an increase in production, the necessity of market development loomed up as the way to consistent demand and profitable prices.

On the other hand, there are thousands of acres of land in New Jersey that are eminently fitted for cranberry-growing which would be put under cultivation if the sale of the berries

could be increased.

The growth of the berries is confined to but few States, by reason of the soil conditions required. They grow in bogs, which are literally unfit for the cultivation of any other product. In each of the three States of

Massachusetts, New Jersey and Wisconsin, there is a selling-agency which packs the product of many allied cranberry-growers, and these agencies, in turn, market the berries through the American Cranberry Exchange, which has offices in New York and Chicago. It is this Exchange, controlling 60 per cent of the crop grown, that will conduct the growers' advertising campaign.

"Many of the growers who go to make up the sales companies," said A. U. Chaney, general manager of the Exchange, "were extremely conservative, to say the least, when the advertising pro-posal was broached. They could not see where the benefit would come in. 'Cranberries are cranberries,' they said, 'and all the independent growers will get as much out of it as we do.'

"They were all finally lined up, behind this test camhowever, paign. The assessment amounts to about seven cents for every barrel of berries produced. We went into the campaign with the definite understanding that sales in Chicago-which was the city chosen for the trial-must be distinctly larger than they ever were before or else there will be no advertising next year. If the increase in this territory, on the other hand, is proportionately

greater than in other sections of the country where no advertising effort is made, we expect next year to make the appropriation much larger. It will be large enough, in fact, for us to advertise nationally.

WHY CHICAGO WAS CHOSEN FOR THE TEST

"Chicago was chosen as the place to center our fire for sev-eral reasons. In the first place, the Exchange has an office there -we can give dealers service firsthand, and can be sure of deliv-All three of our producing territories sell berries in the Chicago market. It is a city where home cooking is still largely in vogue. And it is typical, perhaps, of the average American community. If we succeed in Chicago there will be reason to believe that we can be successful in a larger way."

The campaign, which was prepared by the Robert M. McMullen Company, includes newspaper, street-car and outdoor advertising, dealer-helps and demonstrations. A four-color folder has been prepared for dealer distribution, giving appetizing cranberry recipes. Most of these, it is safe to say, will be novelties to the Chicago housewife, who has served cran-berry sauce with the Thanksgiving and Christmas turkey, and per-haps made a few pies during the season. She ought to be attracted to the new uses mentioned, such as cranberry-sauce roll, cranberry conserve, cranberry ice and cranberry butter.

Suggestions such as these are likewise apt to enlarge the sale of

the berries:

"Try cranberry tapioca prepared like peach or apple tapioca, using cranberries instead of the other fruit. "Cranberry sauce is just as good with reast beef, lamb or pork, and with steaks or chops, as it is with turkey and chicken. Its tartness counteracts the

chicken. Its tartness counteracts the cloying richness of fatty meats.

"Cranberry sauce makes the cheaper cuts of meat more palatable, consequently permitting a considerable saving in one's meat bill.

"Garnish fruit salads with cubes of bright cranberry jelly. These add immensely to both flavor and appearance."

Most of the copy suggestively points out that cranberries are just as delicious with roasts, steaks and chops as with turkey. Many of the newspaper advertisements give recipes showing how cranberries can be used in making all sorts of unthought-of dishes—cranberry blanc mange, mock cherry pie, cranberry but-ter, cranberry ice, and cran-berry conserve. Other copy tells the housewife how she can keep the berries fresh for future use.

The street-car cards show, in a way that is appetizing, the use of cranberries with various kinds of meat. An open jar of cranberry butter with a plate of biscuits and a crisp triangle of pie are other cards calculated to whet the appetite for cranberries.

As already stated, the various brand names of cranberries have never been distinguishing marks so far as the public is concerned. They denoted grades in wholesale buying and selling. To start off the Chicago campaign a new trademark was adopted, which will play an important role in the ad-vertising. "Eatmor" is the mark which is to designate the higher grades of berries marketed by the Exchange. A label reading "Eatmor Cranberries" is attached to all barrels containing these grades, and if the retailer sells from the barrel, he can make the label render service in tieing up his store to the campaign in the cars and newspaper's and on the painted bulletins. "Eatmor" is featured in all of the advertising, and it is thought that this name will become so familiar to housewives that they will be impelled to buy when they notice the trade-mark in their shopping expedi-

"We are not worrying a bit about the good the independent growers will derive from our advertising," said Mr. Chaney.
"What we want to do is to both enlarge and strengthen the cranberry market, so that our mem-bers may never suffer from an oversupply. More than this, we want to get a market for an increased acreage. If we accomplish these results through advertising, it would be folly to worry over the increased sales of competitors."

Our Correspondence Course in Etymology

UNITED STATES FIDELITY & GUARANTY Co.

BALTIMORE, Oct. 9, 1916.

Editor of PRINTERS' INK:
May I add to the discussion of the use of the word "very" in connection with comparative ideas? The word "very" has the basal motive of "truly" or "in truth" and in most instances where it is used without the sense of redundance is used without the sense of redundance this primitive meaning is present in the mind at least in a language feeling. Thus, in Cor. 11:5, the sense "the very chiefest" is "in truth the chiefest." In the citation from Measure for Measure the meaning is "Indeed! ready Sir." I, personally, have always felt the signature "Very truly" as unfortunate for the reason that "very" here is either utterly redundant or it casts a doubt more the verity of the "truly."

OSCAR WOODWARD ZIEGLER.

#### This Knock Literally a Boost

When a burglar hurled a brick through a Milwaukee jeweler's window through a minwankee jeweler's window recently and got away with a large share of the window displays, Rickert-son & Schwartz, jobbers and manufac-turers of paving brick, covered the hole in the window with their trade-mark sign: "Who Furnished the Brick?— Rickertson & Schwartz!" It is not expected, however, that the company will endeavor to extend this branch of the business.

#### Illinois Railroads Discontinue Bureau of Publicity

The publicity work of the Illinois railroads will hereafter be handled direct by the Illinois Railroads Committee with headquarters in Chicago. No curtailment of advertising is contemplated. The work will be under the direction of George Hannauer, general manager of the Indiana Harbor Belt Railroad.

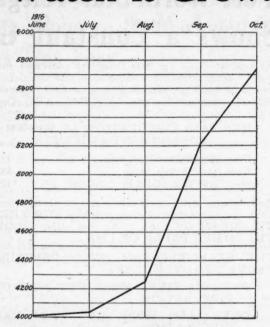
#### District Advertising Manager for Burroughs

Horace H. Ohlmacker, formerly of the Detroit City Gas Company and for the past year with the advertising de-partment of the Burroughs Adding Ma-chine Company, has been appointed dis-trict advertising manager of that com-pany with headquarters in Kansas City, Mo.

#### Lumber Men Announce Slogan

The National Lumber Manufacturers Association announces the selection of "There's a Wood for Every Need" as the winning slogan in its magazine contest for an advertising phrase for wood. As a second choice, "Use Wood Where You Should" was selected.

#### Watch It Grow!



The curve shows paid subscribers only—not total circulation. The RAILWAY MAINTENANCE ENGINEER is a consolidation of the Maintenance of Way Edition of the Railway Engineering and Maintenance of Way. The first issue appeared in June, 1916, with 4,012 paid subscribers. The fifth number (October) had 5,749 paid subscribers—an increase of almost exactly 40 per cent.

The reason for this growth is quite plain. The audience is one that has been expanding in size and power for several years; but until now no serious attempt has ever been made to publish a paper on which that audience could concentrate.

To makers of those things used on and along the right of way—such as nut locks, ties, tie plates, switch stands and switch locks, wire fencing, culvert pipe, track tools, rail saws, protective paints, gasolene engines, concrete mixers, etc.—the RAILWAY MAINTENANCE ENGINEER affords an opportunity for real advertising not heretofore available.

Send for a rate card. The charges are absurdly low when compared with the service rendered.

#### Simmons-Boardman Publishing Co.

New York Chicago Cleveland Washington

The Railway Maintenance Engineer has applied for Membership in the Audit Bureau of Circulations.

#### Fort Worth Star-Telegram Shows a Constant Gain

As evidence that the Star-Telegram continues to lead in Fort Worth, attention is directed to the circulation statements of the Fort Worth papers, as filed with the Post-office Department for the six months ending October 1, 1916.

#### NET PAID CIRCULATION AS SHOWN BY GOVERNMENT STATEMENT

Fort Worth Star-Telegra	am	44,102
Next Fort Worth paper.		33,463
STAR-TELEGRAM	EXCESS	10,639

As compared with last previous statement, filed on April 1, 1916, the above figures show a GAIN FOR THE STARTELEGRAM OF 3,154, while they show a LOSS FOR THE OTHER PAPER OF 1,849.

THE STAR-TELEGRAM WILL CONCLUSIVELY PROVE TO ADVERTISERS

OVER 2½ TIMES MORE NET PAID CITY CIRCULATION

OVER 13,500 MORE NET PAID DAILY CIRCULATION

OVER 20,000 MORE NET PAID SUNDAY CIRCULATION

THAN ANY OTHER FORT WORTH PAPER.

All of which has been secured without the aid of contests, premiums, or other forced methods.

The Star-Telegram furnishes READERS instead of mere CIRCULATION.

A. B. C. Auditors' Reports Tell the Story.

In Fort Worth It's the Star-Telegram

Over 40,000 daily. Over 45,000 Sunday. First paper in the State of Texas, with one exception.

Member A. B. C. AMON G. CARTER, Vice-Pres. & Gen. Mgr.

Co

19 c per will

Cot

beer \$200 besi

All

The

entin cept est news para

Inc

as p

Pre

Meml

# Over \$400,000,000 Worth of Cotton Alone to Be Marketed in Texas This Year

19 cent cotton—just think of it—farmers getting over \$100 per bale, and over 4,000,000 bales in Texas alone which will be marketed at the highest prices since the Civil War.

#### Cotton Is Only One of the Many Products in Fort Worth Trade Territory

A vast grain crop at unusually high prices has already been marketed this year. Live Stock will bring over \$200,000,000 on the Fort Worth Stock Yards during 1916, besides vast quantities of oil and other commodities.

#### All This Money Goes to Farmers and Stockmen in the Great State of Texas

The Fort Worth Star-Telegram is the First paper in the entire State in point of net paid circulation, with one exception, and covers the section of the State with the greatest per capita wealth more thoroughly than any other newspaper. You cannot properly cash in on the unparalleled prosperity unless you

Include the Star-Telegram in Your List.

#### Net Paid Circulation for Six Months Ending October 1, 1916, 44,102

as per statement filed with Postoffice department.

In Fort Worth it's the Star-Telegram,

#### Present Circulation Over 44,000 Daily. Over 47,000 Sunday.

Member A. B. C.

AMON G. CARTER, Vice-Pres. & Gen. Mgr.

#### JUST THE THING!



FOR YOUR
SOLICITORS
WHEN
THEY ARE
ON THE
ROAD

#### THE BEMIS CUT BAG

THE SAFE AND SURE WAY TO MAIL CUTS AND HALFTONES

MADE IN ALL SIZES

Give your men a supply of Bemis Cut Bags. They can mail in cuts and halftones in a jiffy. No trouble packing or tying.

WRITE FOR FREE SAMPLES AND PRICES

BEMIS BRO. BAG CO.

Dept. 1-C, St. Louis, Mo.

#### How One Manufacturer "Broke" Into a Big Department Store

He Did It by Challenging the Store to an Advertising Contest of a Clever Kind

#### By Charles C. Casey

A N important department store, whose co-operation was well worth seeking, had been thoroughly sold on the policy of pushing private brands and extra-dis-

count goods.

"It is our business we wish to build up," they argued, when they were asked to stock the adver-tised line. "We don't wish to build up a big business for some national advertiser. Why should we? We spend a barrel of money advertising a line and its sales go The advertiser is up. pleased, of course, to have us push his line, but his pleasure won't satisfy our stockholders. And besides he allows us a lower trade discount with which to push his line. No, we can't see it at all!" (Which, of course, is "old stuff.")

That was the final answer. The advertised line wouldn't even be considered, though it was admitted to have merit and it was admitted that there was some demand for it. All advertised lines fared the same way. It was hard

to get into that store.

But this advertiser's salesman was one of those rare men who never take "No" for an answer. He couldn't sell the goods, so he determined to sell the advertising already put behind his goods.

A few days later, after having gone to his home office and talked the matter over with the advertising manager of his company, he went back to the depart-ment buyer with a suggestion.

"I want to interest you in a test, a sales test," he said, "and if the result doesn't please you, I'll pay any excess per cent of cost to sales on the try-out.'

department - store man scented extra sales in his department, and showed enough interest to listen through.

"I want you to try out six brands of this kind of goods, each with an equal amount of store advertising, an equal amount of window display, an equal amount of counter display and an equal amount of the attention of salesmen in the department. your advertising expenditure in our line does not show a lower net selling cost than you are now paying on this class of goods, I'll pay the whole advertising expense for the try-out."

STORE ACCEPTS A SPORTING PROPOSI-TION

That of course was a pretty stiff proposition to offer, but a pretty safe one to accept, from the point of view of the department manager, and the try-out

was easily arranged.

It was agreed that a page advertisement should be used, six times in each of three of the big dailies. Each page was to be broken up into six equal parts, each of the six brands to have an equal amount of space, and the space was to be shifted each day, so that each brand would have display in each of the positions. Windows were to be divided on an equally fair basis, all lines were to be displayed in the store on a basis as nearly equal as possible, and no salesman was to recommend either line, nor to try influence the purchaser in favor of either line; on the contrary, each salesman was to be instructed to show all six brands side by side to every customer, and specially call his attention to the fact that the store had all six brands and made no recommendation.

While these ads were running, the salesman's home office was busy checking up the national advertising of all of the six brands, and estimating the amount of this national advertising which was local in that city. A man also was put to work checking back over the local advertising each brand had previously had in the local newspapers, on the local bill-boards, in local street-cars, programmes and in other ways.

This expenditure was reduced to dollars of advertising by years, for five years back. The whole was laid out in a chart showing the amount of advertising for each brand in a big red line, extending out from each brand-name. The longest line was put at the top and the others graduated down in the ratio of their length, with the shortest line at the bottom. It happened, or rather it sustained the argument of the salesman, that his own line had been advertised more than any of the others, and that the line handled by this department store had been advertised least; it had been advertised only by this one store, that manufacturer not having advertised these goods

The sale ran two weeks, the advertising pressure running one week only, and then all lines were put back to allow the department to push its other goods. Records, though, were kept to show the sales of each brand for a whole month from the beginning of the sale, and during the whole of the month prices on all lines were to remain standard; that is, none of the lines were to be cut in

price.

#### HOW VALUE OF ADVERTISING WAS

After one month from the start of the campaign, the salesman caused to be drawn in on his chart the total sales of each brand of goods by this store. This line was drawn in in blue, immediately beneath the red line previously drawn in to show the amount of advertising for each brand.

The blue lines, when finished, lined up about in the same way as the red lines. The line previously most advertised showed the largest sales during the try-out

and the line least advertised previously showed next to the least (not the least) sales during the try-out. There was some variation on some of the other lines, but the tendency remained accurate all the way through.

The variation was undoubtedly due to the quality of the name of the goods, as an advertising brand-name, for it is obvious that when two brand-names are put alongside each other in an advertisement, one of them is likely to have a stronger appeal to the average reader. And, of course, the same was true in the store, where the brand-name was on display and where it was spoken by the salesmen. There also was undoubtedly some value to the store in the fact that its own brand bore the store-name, and this probably accounted for the sales on that line taking fifth place instead of sixth, where it logically belonged.

The salesman then caused this chart to be thoroughly analyzed and several other charts made, showing the relation of the sales to retail prices, relation of sales to colors, to sizes and to each of the other factors entering into the saleability of each line. There also was a chart showing the percentage of sales cost on each line—advertising investment (including window display-cards, etc.) to

sales made.

It was found that the most advertised line—the salesman's own line—showed sales during this try-out of \$27,000 (which of course got his goods into the store), and the least advertised line showed sales of only \$7,000.

The percentage of advertising cost to sales made also was especially interesting. The best-known brand, the salesman's brand, sold during the sale with a complete advertising cost of 2.3 per cent, while the advertising cost on the store's own brand, in proportion to sales made, was 7.5 per cent, or more than three times as much.

After this had all been worked out, the salesman went back to the department manager. The latter already had been studying Shads An

OHIVUISH

# 

WHAT class of people can be educated to want your product? Who are they? Where are they? How many have the money to buy it? Simple questions, but important.

It takes hard digging to find the right answers to such questions—

 $K \cdot V \cdot P \cdot D$ 

believe in doing the digging before you spend your money—not afterward.



KLAU-VAN PIETERSOM-DUNLAP

INCORPORATED

ADVERTISING IN ITS ENTIRETY

MANHATTAN BUILDING, MILWAUKEB, U. S. A.

We recommend Mullins' Boats

#### DEPOSITED BY THE

#### People of Nebraska

#### IN THE STATE'S

#### Thousand and Twenty-five Banks

NEBRASKA'S soil produced more than \$341,000,000 worth of food products this year.

Her banks are fairly bulging with the profits from the record prices for these products.

Her people are spenders, for they live in a new country where many things are needed.

They'll buy your goods if you tell them what you have.

You can reach every nook and corner of this prosperous region through these leading Nebraska publications:

Omaha Bee, Omaha World-Herald, Twentieth Century Farmer, Omaha; Nebraska Farmer, Lincoln; Lincoln Daily Star; Norfolk Daily News; Omaha Daily Tribune; German), Hospodar, Omaha; Fremont Tribune; Grand Island Independent; Nebraska Farm Journal, Omaha; Nebraska City News; Columbus Telegram. the figures, showing that the sales of this salesman's brand had been nearly four times as high as his own brand, and he was expecting what the salesman had for him, though of course he didn't expect to get it in such graphic form.

Of course there wasn't any answer to the argument. The salesman was able to show that one-sixth page of advertising space for his brand was equal to three-sixths of a page for the store's own brand. He also convinced the department manager that the advertising now being done by his house, in national magazines and newspapers, posters, street-cars and in other ways, was equal in local effect to double the advertising the store was doing on its own brand.

#### BRINGING NATIONAL CAMPAIGN HOME

To prove this, he estimated the circulation of the national magazines in this store's territory, estimated the sales value of the posters and street-cars used, that showed the actual local circulation and amount of space used in local

newspapers.

It was shown that in order to catch up with possible sales of this well-known brand the store would have to triple the advertising it was doing for the store's own brand. In other words, if it put the well-known brand in and did not advertise it at all, except just to mention that it was on sale in the store, the sales would be twice as high as the store was getting from its own advertising on its own line.

If the store carried the two lines, an equal amount of the store's advertising on each line would give three times as much sales for the well-known brand.

If the store wanted to build up its own brand to equal the sales it could make on the well-known brand, it would have to spend three times as much, over a period of years.

The department manager saw the point. He was spending just twice as many dollars for adverising per thousand dollars of sales on this kind of goods as he needed to spend, and was spending it only and solely for the pleasure of calling the goods the

store's own brand.

For, isn't it obvious that if advertising sells goods, then the more advertising you do (within reasonable limits), the more you sell? And in the same way isn't it obvious that to bring the well-known-ness of any given brand up to a certain point of demand held by some other brand, requires a definite amount of advertising? And isn't it obvious also that if the manufacturer of a brand doesn't make it well known, the store's sales will suffer until the store has made it well known?

Very little argument was needed to show this buyer also that the effort of the manufacturer was likely to be more effective for the store for the amount spent.

"For," the salesman asked, "what value do you get from your expenditure used in educating the family who are now customers of your store, but who next week or next year may move to California or somewhere else? And how are you going to educate to-day, for to-morrow's sales, the family which isn't going to move into your sales territory until to-morrow?

"You see, your advertising has a fully cumulative effect only on those families who have been living here ever since you began advertising the line and who will continue to live here. If new ones come in, you have an absolutely unknown brand, so far as they are concerned, and you have to start all over again. For the families which go out of your city, you wholly lose any value you may have created in good-will effect, for they can't buy your goods elsewhere.

"Seeing these things, why do you build up the prestige of a line of goods? Why don't you limit your advertising to selling goods? Why don't you let the manufacturers create the public confidence in the brand, the well-known-ness which makes your own advertising effective?

"The manufacturer can afford to put money into that kind of

advertising because no matter where his prospect moves to, he is still reached by the same kind of advertising, and he finds a retail store which is constantly advising him that he can get those goods there; he doesn't have to go back to the city he came from to have that heard"

to buy that brand.

There also is value, of course, in tying up the prestige of the store to the prestige of the equally big business which makes the goods. A department store attain an immense prestige in a local community, and yet be a small business compared to a manufacturer who sells to thousands of such stores. The department store's local prestige will exceed the local prestige of the faraway factory, but the far-away factory does have a prestige of no small value to which the store can hitch itself and profit much.

The retail store can't profit from its own brands as it can from the much advertised brands of the general advertiser, for two reasons: First the local store is unlikely to build up the prestige for a brand which the big manufacturer will build up, and second, even the prestige and good will which the local store does build seeps away through the transient, never-stay-in-one-place roaming, It is estimated by population. authorities that in a city of the size of St. Louis or Detroit, about 25,000 families move every year, and of these a very great many move out of the city or into the city.

#### Wierengo Back in Motor Advertising

John L. Wierengo, formerly sales and advertising manager of the Continental Motors Company of Detroit, and more recently representative of Cosmopolitan Magasine, is now general manager of the Detroit Truck Company, maker of the Tonford truck.

#### "Motion Picture Magazine" Makes Appointment

Metz B. Hayes, Boston, has been ap-pointed New England representative of Motion Picture Magasine and Motion Picture Classic.

#### South American News-Print Situation

The shortage of white paper in South America is a far more serious problem than it is here, according to R. L. Dunn, director of the All-Americas As-sociation, who has received many letters of protest from Latin America

"There are many newspapers in South American cities which will be forced to suspend publication entirely in the next few months," said Mr. Dunn. "While the price of paper here has soared during the last year, it has doubled and quadrupled to the South Americans. Freight rates, which before the war were \$1.65 per ton, are now more than \$8. I have letters from a dozen newspapers with orders totaling a million dollars, but at the old rates, and consequently impossible to fill here. The publishers almost accuse us of holding them up.

"The advances in all prices—short underwear.

holding them up.

"The advances in all prices—shoes, underwear, and such lines—have worked a great hardship with customers of American houses in South America. In several cases that I know of goods have been shipped as samples, and before the return orders could be received here the prices quoted have advanced. This looks like bad business on the part of American manufacturers, but there is no help for it, of course."

#### Trust Company Gets Away from the Abstract

"An administrator, carrying \$1,000 belonging to an estate, boarded a crowded street-car in the city of Savannah. When he alighted from the car the money was gone. (Tarver vs. Torrence, 7 S. E., 177.) The jury concluded that the administrator was guilty of gross negligence."

Thus reads an advertisement of the Metropolitan Trust Company, New York. The copy is headed "A \$1,000 Street-Car Ride." The moral pointed in the latter part of the advertisement is that estates are handled in a safe, intelligent manner if placed with the Metropolitan Company.

Company.

The advertising of the company is appearing in New York City and out-of-town newspapers and a few magazines.

#### Paper Cost Suspends House-Organ

The P. B. Yates Machine Company, of Beloit, Wis., formerly the Berlin Machine Works, has announced the suspension of its house-organ, "Yates Quality," formerly "Berlin Quality," as a result of the high cost of paper and the difficulty of securing stock.

#### "Outlook" Will Have Larger Page

The Outlook will appear in enlarged form, beginning with the first issue of 1917. The size of the page will be 9 x 12 inches.



So long has the Carl M. Green Company been associated with such conspicuously successful automobile companies as Saxon Motor Car Corporation, General Motors Truck Company, Anderson Electric Car Company (Detroit Electrics), and Oakland Motor Car Company, that quite naturally many think of us primarily in connection with motor car advertising.

It is interesting, therefore, to note that our list of clients comprises many other manufacturers equally conspicuous in other lines of industry.

—: such as Berry Brothers (world's largest varnish makers); Detroit Stove Works (world's largest stove makers); Modart Corset Company; Larned, Carter & Company (world's largest makers of overalls); McClure Company (Saginaw Silos); Detroit Vapor Stove Company, and others.

The diversified character of the activities which engage our clients pictures most fairly, perhaps, the diversified abilities of this company.

#### THE CARL M. GREEN CO.

Advertising Agency SALES DEVELOPMENT THROUGH ADVERTISING

Detroit

#### HE management of THE IRON AGE announces—

that no further business can be accepted for the Annual Review Number of January 4, 1917, as all available space in this issue has been taken.

We take this occasion to express our appreciation to our advertisers for the large amount of business that they have entrusted to THE IRON AGE for publication in this issue.

> Last year all space for the Annual of 1916 was taken November 20, 1915.

New York October 26, 1916.

#### The Advertising Campaigns of the Canadian Government

How They Were Conducted and What They Accomplished

By Harold G. Lowrey

HE Canadian Government became an investor in modern advertising along about 1896. Up till this time any advertising that had been done by the Government was of the usual six-point variety for which it was charged the maximum rates and given the

poorest positions.

When Sir Clifford Sifton be-came Minister of the Interior in the Laurier Government he came face to face with the problem of getting immigrants. For several years previous to 1896 there had been a steady decrease in the number of arrivals, due in no small measure to the fact that the only methods employed to secure immigrants were the holding of lectures in the principal centres of Great Britain.

Sir Clifford Sifton was a near summer-home neighbor, on the St. Lawrence, of the Hon. Senator Fulford, who made himself the richest man in Canada by selling Pink Pills. It is said that his profits were \$1,000,000 per year and that he invested annually a like amount in newspaper and magazine space. Clifford is said to have familiarized himself with the Senator's advertising and business methods and to have applied them to the problems in his department with such phenomenal results that the Canadian Government is to-day a firm believer in the power of publicity and a consistent investor in advertising space. Sir Clifford had such faith in the success of the proposed advertising campaign that he invested all his capital in C. P. R. and securities of other industries that would benefit from an increase in immigration.

To cope with the immigration situation an extensive advertising campaign was developed. Great Britain and Ireland were the first centres of emigration to be tried out. Neat display advertisements

were inserted in numerous newspapers and were gotten up in a style much more attractive than advertisements usually found in Old Country papers. The inser-Old Country papers. tion of these advertisements had a pronounced and immediate effect on the number and quality of the inquiries received by the Immigration Agencies. Specially attractive literature was prepared to send to these inquirers, and letters and interviews giving general information about the Dominion were frequently inserted in the

#### EARLY EFFORTS AT COLONIZATION

By these and many other methods the advantages of Canada were kept constantly before the British public. This was followed up by bringing out to Canada a party of the leading editors and newspaper men and showing them what was what in Canada, with the result that the press of Great Britain adopted an enthusiastically favorable attitude toward emi-gration to Canada.

The campaign was so successful in Great Britain that it was extended to the United States in 1897. Previous to this time the emigration from the States was so small that it was not separately recorded. were a few immigration agents at work, but no energy or thought had been put into the work. As long as absolute ignorance prevailed in the United States with respect to Canada's marvelous resources, there was no hope of attracting any Americans to the Dominion. So a campaign of education was started.

Immigration agents were appointed for each State, with a staff of sub-agents, who were on commission. First: bright, attractive literature was gotten up and then good, sensible, and convincing copy was inserted at in-

tervals in between 7,000 and 8,000 weekly and farm papers. The copy concluded with a request that the reader send for booklets. and each one who did, not only got the literature promptly but received a letter as well, with a blank form on which he was asked to write the names of his neighbors who would like to hear of the advantages that Canada had to offer. In almost every case these forms were returned filled out, with the result that the Immigration Department had an immense mailing list of farmers to whom literature was regularly sent. The success of the campaign can be judged from the fact that the list showed over two million names-all secured by advertising. A glance at the comparative immigration records would surprise most Americans and would be further proof of the success of advertising as a means of populating a new coun-

THE CAMPAIGN TO SAVE THE APPLE CROP

Before the war, Great Britain and Continental Europe took as many as 1,664,165 barrels of fresh fruit and 75 per cent of Canada's total production of dried apples. The war suddenly cut off this market just on the eve of the harvest of one of the biggest crops in Canada's history. A tremendous financial loss faced the growers-estimated at \$2,000,000—unless a new market for their crop could be found immediately. The only available market was Canada. To the growers it looked hopeless, but to John Imrie, secretary of the Canadian Press Association, it spelled an advertising opportunity. To him belongs the credit for selling to the Government a newspaper campaign to save the situation and to the Hon. Sir George E. Foster, Minister of Trade and Commerce, whose clarity of vision and knowledge of the power of advertising enabled him to foresee the result, belongs the honor of applying modern business methods to a modern merchandising problem.

Quick action was imperative. The plan proposed was accepted. An "order-in-council" was passed for \$14,000, and the campaign was launched. J. J. Gibbons, Ltd., was called upon to prepare copy and a booklet showing uses for apples—209 uses were actually described in this book. Twelve advertisements were prepared and inserted according to present-day conceptions of high-grade advertising practice. A list of sixty dailies and weeklies was used, the first insertion appearing October 1st, exactly ten days after the plan was first broached to the Govern-It is significant to note that no time was lost in adopting the plan or in executing it. The result was an extraordinary suc-The Government received cess. over 62,000 requests for single books-requests for two or more were not filled-meaning that 62,-000 homes learned new uses for apples. The entire crop was sold in Canada and sold in record

"PATRIOTISM AND PRODUCTION"
CAMPAIGN

Following on the heels of the successful conclusion of the "apple campaign" the Department of Trade and Commerce took up the question of increased production of farm products to cope with the great requirements of Great Britain and her allies. Sir George E. Foster again turned to advertis-ing as a means of "speeding up" farm production. To John Imrie belongs the credit for the inauguration of this campaign and to McConnell and Ferguson, Ltd., the credit for the working out of the details and the copy. Approximately \$15,000 was invested in this campaign in papers circulating among the farmers. (See PRINTERS' INK, March 18, 1915.) "Town-plot Cultivation," followed "Patriotism and Production," called for an appropriation of \$1,000. Only one insertionweek of March 14, 1915-was used in six metropolitan papers and in eight or ten class papers.

Both of these campaigns had as their objective an increased acreage under cultivation and an

#### Rotogravure Pictorial Advertising in the Sunday Edition of The New York Times

Five of hundreds of letters received in commendation of New York Times Rotogravure Pictorial Advertising.

#### Franklin Simon & Co., Fifth Ave., New York

"From our advertisement of a Misses' middy blouse, which appeared in the Rotogravure Section of The New York Times we received orders from thirty different States, amounting approximately to about 3,000 Misses' blouses. From our advertisement of men's field club shirts, which appeared in the Rotogravure Section of The New York Times we received orders from twenty-six States amounting approximately to about 2,000 shirts."

#### Alice Maynard, 546 Fifth Ave., New York

"From the last three advertisements, published in the Rotogravure Section of the New York Times, we have received orders and communications from nearly every State in the Union, as well as Canada, New Mexico, Porto Rico and Alaska."

#### Brill Brothers, Broadway at 49th St., New York

"As an indication of the wide scope of Times Rotogravure we attach a list of a few of the cities from which mail-order inquiries mentioning Brill Brothers' advertising in The New York Times have been received recently."

#### "Cammeyer," 6th Ave. and 20th St., New York

"The advertising campaign for the Cammeyer De Luxe Shop in full-page space in the Rotogravure Picture Section of the New York Times has been a decided success. We find both a large, immediate response and also excellent publicity value attached to this advertising, and we feel encouraged to use more full-page copy in this section."

#### Graf Brothers, 812 Broadway, New York

"From our advertising in the Rotogravure Picture Section of The New York Times we have received replies from foreign countries as well as all parts of the United States."

The New York Times has a net paid, daily and Sunday, sale of 340,904 copies which represents, in one grouping, the largest number of intelligent, discriminating and responsive readers ever assembled by a newspaper.

increased production per acre. The report of the Department of Agriculture for 1915 shows that the campaign accomplished both these objectives. Here are the figures:

The area under cultivation in 1914 (previous high record) was 33,436,675 acres; the area under cultivation in 1915 was 37,963,455 acres; an increase of 3,626,780 acres, or over 10 per cent in-

crease.

The average yields per acre of wheat, oats and barley in 1915, as against previous high record year, were as follows:

Previous high. 1915.

Wheat ... 20.80 bus. 28.90 bus.
Oats ... 39.29 45.76 58
Barley ... 31.24 57.33 The total production for 1915

The total production for 1915 was valued at over one billion dollars and represented an increase in total production over previous high of over \$300,000,-

While it is true that much of the increased production was due to ideal weather conditions in most districts, this fact is most significant: Every province in Canada showed an increase, notwithstanding bad weather conditions in some provinces, thus testifying to the use of better farming methods. It is also significant that over 100,000 copies of the Special Bulletins on seed selection and fertilizing, etc., were requested by farmers in response to the advertising.

"PEACH AND PLUM" CAMPAIGN

Such remarkable results as these could not be ignored, so when the fruit-growers confronted with a record-breaking crop and a limited market, it was no more than natural that the Fruit Commissioner of the Department of Agriculture should call in advertising experts to help solve the problem of marketing the crop. In July, 1915, Arthur Alloway, assistant man-ager of the C. P. A., conferred with the Commissioner, with the result that a campaign in the name of the Dominion Department of Agriculture was author-ized for Eastern Canada and

Winnipeg district, while another campaign under the name of the British Columbia Department of Agriculture was conducted in the Western Provinces. About \$4,-000 was invested in the Eastern Canada campaign, in which about twenty-five daily and three hundred weekly newspapers were used. The results of this cam-paign are difficult to ascertain, owing to the division of the records as well as to the fact that no literature was given away to attract inquiries. This fact is sufficient. The crop was harvested at a price that showed a fair profit to all concerned, whereas in previous years under more fa-vorable conditions and with about 50 per cent of the crop taken by canning factories-very few canneries operated in 1915-a crop of lesser proportions glutted the market. That same year in one of the Western States of the Union the peach crop was almost a total loss.

"DOMESTIC WAR LOAN" CAMPAIGN

The campaigns put on by the Government up till November, 1915, only paved the way for bigger advertising efforts. Sir Thomas White, Finance Minister, when planning Canada's first domestic loan, decided to fol-low in the footsteps of his col-league, Sir George E. Foster, by adopting advertising as the "sales-man" for the war loan. Usual-ly loans of this character were floated by underwriting. method would have cost the Government \$625,000. Instead, about \$30,000 was invested in advertising space in a comprehensive list of daily, weekly, and class publications. Six insertions of ads, four columns by fourteen inches, were used in the dailies, the weeklies and class papers getting one or more insertions. These ads were well supported by the advertising of the banks, bond houses, and brokers, and, as you know, the loan was oversubscribed by \$50,000,000, and at a saving to the Exchequer of over half a million dollars.

This campaign was handled in (Continued on page 97)

#### We can "sell" your salesmen on your advertising

THE moment your salesmen enthusiastically agree that your advertising is certain to bring results from both consumer and dealer, the value of your campaign is increased 100% for you.

This is not a question of talking to the salesmen and persuading them to say it is good advertising.

It is a matter of using definite knowledge and proven skill in planning, illustrating and writing an advertising campaign which will convince the three factors in merchandizing success—your salesmen, your dealer and the consumers.

That is our work. We are doing it every day. We will send you specimen campaigns if you will write us for them.

We will discuss your advertising problems with you any time—preferably in our offices, for here you can meet the men who will do your work and form your own opinion of them and of what they are doing.

WILLIAM H. RANKIN

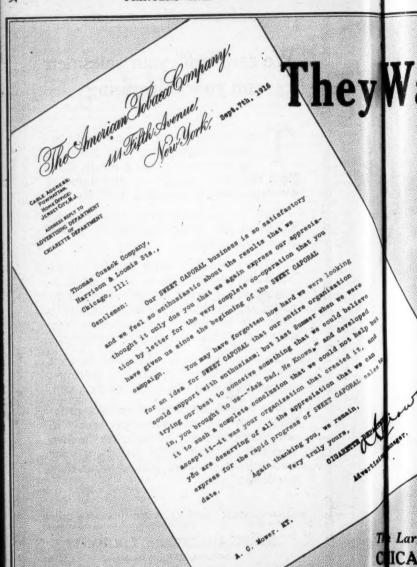
WILBUR D. NESBIT

HERMAN A. GROTH

#### MAHIN ADVERTISING COMPANY

104 South Michigan Avenue CHICAGO

Long Distance Telephone, Randolph 6600



# Wanted an Idea!

We Created It

Unprecedented Sales Followed

Ask Dad. he knows

Thos. Cusack Company

The Largest Advertising Company in the World CICAGO - - NEW YORK



THIS MARK signifies the work of a group of artists associated with the Rebele Studios.

Each artist is a specialist in some branch of advertising illustration.

Each has more than the ability to draw. He has a practical knowledge of advertising requirements.

Each understands the advertising man's language and can co-operate intelligently.

There is no phase of advertising illustration we have not successfully undertaken.

THE REBELE STUDIOS

NUMBER 23 EAST 26TH STREET

NEW YORK

a different way from the former campaigns. The appropriation was passed by Parliament in the regular way as an expense necessary to float the loan, its expenditure being left to the discretion of the Finance Minister. other campaigns were handled by recognized advertising agencies and placed by them in the usual way, but this campaign was placed direct with the individual by the Government through "The King's Printer the official who has charge of all the Government's printing. Naturally this aroused the indignation of the agencies and much pressure was brought to bear on the Government to have it revert to its former policy, but in view of the Government's action in placing all subsequent campaigns direct with the press it seems that this will be the established policy of the Government in the future. And right here a serious danger creeps in for, unless the Government employs an expert advertising man to look after its advertising, a degeneration in the execution of the advertising will likely follow, with the result that the Government will not receive the maximum of benefits, will become disgusted with advertising and drift back to the old rut.

#### "PRODUCTION AND THRIFT"

Growing out of the "Production and Patriotism" campaign, came a new campaign to promote production and thrift, which was inaugurated in the early months of 1916. The funds were passed by Parliament in its regular budget, being included in the estimates for the Department of Agriculture for the current year. The advertising space was bought by the King's Printer and the copy was prepared by the Department of Agriculture. About \$50,000 was invested in this campaign and practically every English publication and many French, in Canada, were used. Much criticism of the copy used has appeared, the critics claiming that it lacks snap and has no appeal, being a hackneyed phrasing of a subject that offers unlimited opportunity for intelligent copy treatment. It is too early yet to big judge the results. Should the records show failure, these critics will bring renewed energy and pressure to bear on the Government to have it renew its relations with the agencies.

#### "SECOND DOMESTIC WAR LOAN" CAMPAIGN

Starting late in July, the Department of Finance inserted a series of "Save for The War Loan" ads, urging the public to accumulate funds for the new These were inserted in issue. practically every publication in Canada, the copy being prepared by the Department and placed by the King's Printer. The official announcement of the loan was published on September 12th in all the leading dailies and financial papers and quite a lot of weeklies. The space used was four columns by twelve inches and was inserted for eleven days in all the dailies, and once in the other papers. As before, this ad was ably supported by the advertising of the financial houses, most of the big dailies carrying a solid page of this advertising for a week or more. The amount of money invested is unknown at present,-it is estimated at \$50,000 to \$60,000,-but the result is indisputable evidence of the force and economy of advertising as a means of floating war loans. The issue was for \$100,000,000, but in the eleven days more than \$200,000,000 were subscribed. Twice within a year the Government's war loans have been doubly subscribed for. Advertising was the power behind each

The provincial governments as yet have not taken advertising seriously, but the day is not far distant when the provincial governments will be big users of advertising space. British Columbia is the leader in provincial advertising. Just previous to the defeat of the Bowser Government, September 15th, a campaign was under consideration by the British Columbia Forestry Department to advertise extensively in Eastern Canada, but this will

#### The Times-Picayune

## The Greatest Newspaper South NEW ORLEANS, LA. ESTABLISHED 1837

The Times-Picayune is the "Home" or "Family" newspaper of New Orleans, because it enjoys the confidence and esteem of the people. It stands for good government, the advancement of education, and protection for the home—for everything that is good—and is therefore popular with the women.

Women active in civic, religious and philanthropic movements depend upon this newspaper for support, which they receive without stint. Its Sunday features include pages devoted to the activities of women in social, literary, religious, philanthropic and club work.

It numbers among its regular daily features, appealing especially to women—federated and non-federated, organized and un-organized—a page devoted to women with articles of interest to them. It is popular with women of Louisiana and Mississippi because it is clean and fearless, and sustains them in their endeavors to attain higher standards in life and make living conditions better.

#### The Best Advertising Pedium in pew Orleans.

FOREIGN REPRESENTATIVES

CONE, LORENZEN & WOODMAN

CHICAGO, NEW YORK, DETROIT, ATLANTA, KANSAS CITY, DES MOINES

Member Audit Bureau of Circulations

probably be held in abeyance, as the new government is committed to a policy of retrenchment. Quebec has done a little in the way of advertising its maple products, but as yet nothing has been done on a scale comparable with the Dominion advertising, although it is quite safe to predict that Quebec will invest quite heavily in advertising in the near future.

HOW GOVERNMENT ADVERTISING IS SECURED

In all the campaigns described the campaigns have been first proposed to the Minister under whose jurisdiction the commodity to be advertised would come. Before anything could be done this executive would have to be "sold" on the idea. An appropriation would then be placed in the "estimates" for that department and submitted to Parliament for approval. In the contingency that Parliament is not in session or when the time will not permit, the Minister submits the proposal to the Cabinet and secures what is known as an "Order-in-Council," which is sufficient authority to secure payment of the accounts. When Parliament meets it is told what the Government or Cabinet has done. When the appropriations have to go before Parliament for sanction, it is usually a matter of routine, for the Government invariably stands solidly behind its proposals. As these advertising propositions are for insignificant amounts and are of national benefit few difficulties are experi-enced in getting them passed. The members can make more capital out of getting a Post Office erected in their constituencies than in blocking advertising proposals, and it is well for Advertising that it is so.

#### Missouri Papers Want More Advertising

Newspaper publishers from eight of the smaller cities of Missouri are planning to appoint representatives in New York and Chicago for the purpose of securing a greater volume of foreign' advertising.



NEVER
WASTE MONEY IN
SPECULATIVE
ADVERTISING
IN GREATBRITAIN

INVEST 'PUNCH"

### "PUNCH'S" RECORD

of Sixty-Six per cent. Increase in Net Sales in the Three Years ending December, 1915; an increase in Net Sales every year for Twelve Years; and Eight Consecutive Years of increases in Advertising Revenue (including both War Years) should give you confidence enough in the value offered to

#### CONCENTRATE

in its advertising pages as much as possible, as many advertisers of high-class goods and service of all kinds already do.

ROY V. SOMERVILLE
Advertisement Manager, "Punch,"
10 Bouverie Street,
London, E. C., England

#### RETAIL MOTOR TRADE JOURNAL

#### GARAGE EFFICIENCY

Have been purchased by and consoli-

#### AND AUTO DEALER

"Official publication A A. G. O." Fastest growing paper in the automobile industry. Now a year old.

14,200 Circulation Guaranteed

Manufacturers of automobiles, accessories and supplies should investigate the abundant opportunities for expanding business which are afforded by this paper and its sales-service helps.

Write for particulars.

J. R. HASTIE, Advertising Manager American Garage and Auto Dealer General Offices

53 W. Jackson Blvd., Chicago New York Office 30 E. 42nd St. Detroit Office Kresge Bldg.

Applied for A. B. C. Membership

#### On The Lookout

A man of 40; with 20 years of prac-tical newspaper experience; who has risen to the management of a paper 75,000 circulation; and proven he can earn a good living either in newspaper work or outside.

He wants a job where he can stay put and have a home; which he can hold without losing a decent man's selfrespect; preferably as editor to the business management of the owner; either at the salary he earns or with a chance to earn a reasonable holding as the paper grows.

Two or three times he has lost the kind of a job he wants because owners have hesitated to offer him anything less than the editorship of the London Times or the Saturday Evening Post.

If you need such a man give him the chance to meet you face to face.

"B. C.," Box 127 Care Printers' Ink

#### New York Salesmanship Club Assured

The meeting at the Waldorf-Astoria Hotel on Wednesday evening of last week assures New York a Salesmanship Club, in affiliation with the World's Salesmanship Congress. The speeches delivered at this gathering are reviewed elsewhere in this issue of PRINTERS' INK. Twenty prominent New York companies signed up as life members at this inaugural of the club, at a fee of \$250 each. Twenty-seven sustaining members were enrolled and individual members went in by the hundridual members taining members were enrolled and in-dividual members went in by the hun-dreds. The following officers were elected: President, C. Louis Allen, presi-dent Pyrene Manufacturing Co.; first vice-president, Douglass Barnes, of Barnes Knitting Corporation; second vice-president, George Crouch, sales manager Underwood Typewriter Com-pany; secretary and treasurer, Oscar Coolican, manager National Cash Regis-ter Company Company.

Among those in the Executive Committee are: Jas. F. Nathan, general superintendent Western Union Telegraph Company; H. G. Sidford, sales manager National Lead Company; John T. Groves, efficiency manager The Texas Company; Thomas Crane, vice-president Thos. J. Lipton, Inc.; H. J. Morchead, general manager B. F. Goodrich Company; G. B. Sharpe, advertising manager De Laval Separator Company; F. W. Lyman, superintendent Armour & Company, and many others.

The New York Club is among the first twenty-seven to be organized. They are being arranged in groups of five.

first twenty-seven to be organized. They are being arranged in groups of five. For instance, an authority on selling will address the Detroit organization on a Monday. He will appear before the Toledo Club on Tuesday, in Dayton on Wednesday, in Cincinnati on Thursday, Wednesday, in Cincinnati on Inursuay, and in Louisville on Friday. A verbatim report of the speakers' address, together with the discussion following it, is given to each individual member of the local club and is also passed on to the members of all the clubs.

The New York organization expects

to have its own quarters in a short time and eventually its own building, such as

the engineers now have.

#### Cleveland Macaroni Company Appoints Agent

The D'Arcy Advertising Company, St. Louis, has been placed in charge of the Cleveland Macaroni Company's advertising. The product is sold under a brand name. The plans for advertising have not as yet taken definite form.

#### Petroleum Iron Works Appoints Advertising Manager

William J. S. Ritscher, formerly of the advertising publicity department of the National Tube Company, Pittsburgh, has been appointed advertising manager of the Petroleum Iron Works Company and subsidiaries at Sharon, Pa.

#### The Seven Seas

WE are prone to think of this fanciful expression in terms of piracy and the picturesque wind-jammers of fact and of fiction. We are apt to forget its application to the commerce of to-day.

"Lest We Forget the Ships" is a booklet which treats of the seven seas in terms of their bearing upon present opportunities in foreign trade. It is a booklet which every exporter or prospective exporter should read. In it there is much of interest for every American manufacturer.

If you will write us on your business letterhead we shall be glad to send you, without obligation, a copy of this booklet. Now, please.



#### J. ROLAND KAY GO.

International Advertising Agents Conway Building Chicago, U. S. A.

Associate House (Established 1814)
John Haddon & Co., London, England
SYDNEY CAPE TOWN BUENOS AIRES

#### "Selling Is Nine-Tenths Man and One-Tenth Territory"—Chalmers

Automobile Manufacturer and Other Executives Discuss Phases of Salesmanship Before New York Meeting

OVER a thousand salesmen and business executives attended the formal inaugural of the New York Salesmanship Club, at the Waldorf-Astoria, in New York, on Wednesday evening of last week. This organization is affiliated with the World's Salesmanship Congress, and is one of a number of similar clubs being formed in the principal cities of the country. Twenty-seven have already been organized and it is expected that the number will be raised to fifty within the current

Douglass Barnes presided at he meeting. Those who spoke the meeting. were N. A. Hawkins, general sales manager of the Ford Motor Company; C. Louis Allen, president, Pyrene Manufacturing Company; Edward A. Woods, president, National Underwriters' Association, and Hugh Chalmers, president, Chalmers Motor Company.

Mr. Allen sounded the keynote of the gathering when he said that "the business prince of the future will not be a manufacturer but a marketer." He stated that the problems of production have been pretty well solved and that the big prizes of to-morrow will go to those who can best wrestle with the ever-pressing problems of distribution. Machinery has conquered production, but it will take men to conquer distribution, is the gist of his contention. "Never has the world held out such an opportunity as it now offers to the real salesman," is a statement of Mr. Allen's that aroused the keenest enthusiasm.

Edward A. Woods said that, although he is in the life-insur-ance business, it never occurred to him until recently to have prospects for his sales positions pass a physical examination be-fore he engaged them. As a re-sult, some of his men were not succeeding because they were sick. He decried the folly of trying

to make salesmen do work for which they were not physically fitted. The speaker said that it often takes much time and a lot of money to train salesmen, and that unless they are physically qualified, employers take a chance that the men will die before their education has been completed. He related an incident which shows the effect of scientific distribution on our daily habits. It seems that he is very fond of berries. When he was up in the White Mountains last summer he thought he would at last have a chance to get all the berries he could eat. As he was sitting in the dining-room of the hotel he could see luscious red raspberries and tempting blueberries growing up to the very sides of the building. However, when he looked at the menu-card, he found listed only Central American bananas and California oranges. It would have been more economical for the hotel to serve fruit picked from its own dooryard, but it persisted in serving the kind that had been brought thousands of miles. The bananas and oranges had been made more desirable through merchandising. The berries were commonplace, because in the eyes of the hotelman distribution had not given them any value.

DIGGING FOR THE REASONS FOR SUC-CESS IN SELLING

This speaker alleged that the Ford Motor Company in six months had to discharge only one man out of its 27,000 employees. "This ideal condition," he said, "was due to an intelligent handling of the subject." He saw no reason why similar conditions should not be brought about in nearly every business. It is his belief that the day of hiring and firing has had its inning. Mr. Woods took a sarcastic fling at the idea that "salesmen are born, not made."

# WANTED-A Specialty to Market

ONE of our clients who has built the largest business of its kind mainly through advertising is seeking control of a new product, the sale of which could be developed in the same way—through aggressive advertising.

He is willing to handle the exclusive sale on a royalty basis or will buy the goods for a resale, depending on conditions.

If you have a product, preferably a specialty which deserves a big market, we will put you in touch with our client.

Please give as complete information as possible in first letter, which will be regarded in the strictest confidence.

Address "Merchandiser" care of

RUTHRAUFF & RYAN, Advertising 450 Fourth Avenue New York

# --especially equipped

I. Can you handle agency printing?

II. Can you deliver it on time?

III. Can you make the price right?

THESE are questions that all advertising agencies have in mind when placing printing orders. We also had these in mind when building our plant. (I. The supervision of our orders is in the hands of Mr. Gilbert P. Farrar. He has had nine years experience in handling printed advertising matter and is an authority recognized by every printing and advertising journal in the United States. III. Our wide experience with advertising agencies has developed a picked organization which knows how and does meet promises. We have new, modern machinery which works day and night. III. Let us prove to you the economy of our service.

Advertisement Composition

Direct-By-Mail Literature

Booklets Catalogs

House Organs

Follow-Up Material

#### ARROW PRESS, Inc.

"Day and Night Service"

320 West 39th Street, NEW YORK Telephones: Greeley 329, 330, 331

He stated that men are trained for every other important calling, and that they could be trained to sell goods, as the experience of many employers has proved. "There is a reason why one man succeeds in selling and another fails, though apparently just as well qualified," declared Mr. Woods. He thinks it is time that the world knew those reasons. He said that advancement in selling science would come from a pooling of ideas. When one sales manager discovers some-thing of value, he should pass it along so that other employers may share in it. He would receive his pay in the ideas that would be passed on to them by those he helped. Mr. Woods said that in mountain-climbing there is a saying that every man that goes over a trail makes it better. So it is with ideas. Every person that uses them improves on them. This Pittsburgh insurance man claimed that in his experience he finds such an apparently trifling thing as a salesman's clothes has an important bearing on his efficiency. A brilliant necktie diverts attention from the proposition. The speaker said that N. A. Hawkins once told him that a salesman is perfectly dressed when you can't see a thing he has on.

#### THE HUGE "MAN-POWER"

Hugh Chalmers declared that if it is true that advertising men are born and not made, he would like to be given access to the birth records. He would like to get a chance to sign up these newborn publicity experts before other manufacturers had an opportunity to give them a life contract. His definition of a 100-per-cent salesman is one who can sell anything to anybody that talks the same language. Mr. Chalmers said that selling is nine-tenths man and one-tenth territory. "Many salesmen talk themselves out of an order," he said. "Salesmen, as well as railroads, need terminal facilities." Mr. Chalmers stated that a salesman cannot sell a stubborn prospect until he has found his real reason for not buying. Until this is discovered, the

wasting salesman is probably time and effort in smashing objections that he imagines are in his prospect's mind, whereas these objections may have nothing to do with the man's refusal to buy. If the seller can inveigle the prospect to tell exactly why he is not buying, then it is easy to bring up all the strong arguments that have been prepared for overcoming that very objection. speaker said that the observance of this one point had contributed much to his own success as a

aiesman.

N. A. Hawkins, as president of World's Salesmanship Congress, outlined the scope and purpose of this organization. Before going with the Ford Motor Company he was a public accountant. When the State "certifies" an accountant it puts a trade-mark on him. This is indication that his efficiency in his chosen work measures up to the standard required by the State. Lawyers, doctors, dentists and even barbers are also so marked by the State. Mr. Hawkins believes that this plan can be applied to other callespecially to salesmen. Therefore, one of the ultimate objects of the Congress is "the eventual classification and registration of salesmen throughout the country, according to their experiences and abilities."

Mr. Hawkins was loudly applauded when he said that Mr. Ford's idea of what the letter "S" in the word "Success" stood for is Sales, Service and Surplus.

#### New Paint Trade Journal

A weekly trade journal for paint, oil and varnish manufacturers and jobbers, and the raw materials and allied interests will begin publication in St. Louis November 6. It will be called the American Paint Journal and will be issued by the publishers of the American Paint Foil Dealer.

#### Ernest A. Scholz Manages "Every Week" Circulation

The circulation department of Every Week, purchased a few days ago by the Crowell Publishing Company, has been placed in charge of Ernest A. Scholz, circulation manager of the Crowell company.

# Making the Catalogue Do Double Duty

It Is Sometimes Possible to Meet Rising Costs by Combining Several Functions in a Single Book

#### By Roy W. Johnson

[EDITORIAL NOTE: This is the second article on the general subject of meeting the high cost of printed matter. The first article appeared in PRINTERS' INK for October 12. Other phases of the subject will be discussed in forthcoming issues.]

"WE have been unwilling to reduce the quality of our catalogues in any way." That sentence repeats itself over and over again in the letters from advertisers concerning the high cost of printed matter. It is generally recognized that true economy can



THE DEALER'S NAMEPLATE IS ONLY AN "IMPRINT"-BUT DOESN'T LOOK IT

be measured only by results, and that it is the falsest kind of economy to allow rising costs to blind one to the necessity of maintaining the "pulling power" of every piece of direct advertising.

It is a simple matter—too simple, in fact—to cut the cost of printed matter by lowering the

specifications; dropping an extra color, using a cheaper grade or lighter-weight stock, reducing the page size or the number of pages, etc. But whether such procedure represents economy or the reverse depends, not upon the size of the resulting printer's bill, but upon its effects upon the market. If it reduces the pulling power of the catalogue, so that it tends to lower the concern in the estimation of customers and prospects, the cheaper catalogue represents the rankest sort of extravagance. The value of a catalogue is not to be measured by the price paid for paper, ink, art-work and en-gravings, but by the impression which all of those things combined make upon the mind of the recipient. If a reduction in the price can be accomplished without cheapening that impression, it is an economy. Otherwise, it represents waste, positive and absolute; and waste of the most precious commodity a concern can own—its standing in the trade.

Sometimes, indeed, it is possible to make positive reductions in the cost of printed matter without sacrificing its pulling power, and several instances of that sort will be presented in later articles. But most advertisers seem to have met the challenge of rising costs in quite another fashion. Instead of figuring on ways and means to reduce the printer's bills, they have turned their attention toward increasing the efficiency of their printed matter. They have taken the attitude that if a given piece would cost 25 per cent more than last year, it was incumbent upon them to make it produce at least 25 per cent more in results. This has been done partly by eliminating waste in catalogue distribution (as referred to briefly in the preceding article) and partly

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#### I am NOT a— "Copy-Writer"!

R. KISER, the Poet, used 1000 words (prose) in Printers' Ink, of Oct. 19th, to *imply* a simple fact which it is my custom to express in the SIX words of above title.

Clients who engage me to Explore, and make a Study of, the Market fer their Products pay only about 2%, of my

standard \$1500 fee, for the WRITING of the Report.

contract with me for an Advertising Campaign of Ten Advts. (which includes an expert Study of the Market) pay only about 5%, of my standard \$2500 fee, for the mere "COPY-WRITING." Clients who repeatedly (and usually without solicitation)

HIS leaves about 95% for that RESULT-PRO-DUCTION which proceeds from a wide range of BUSINESS and Advertising Experience,—practical and sufficient MARKET INVESTIGATION,—with a highly-developed SALES-SENSE,—all concentrated upon taking the Lottery element out of the Advertising.

Mr. Kiser concludes his four-page essay with the (free)

Announcement that HE is a "Copy-Writer."

His attitude most ingenuously PROVES that he is. But,—Poets, and other Litterateurs, who are tempted by "the Flesh Pots of Advertising" should realize this:— —Copy-Writing is NOT Advertising!

It is scarcely a TENTH PART of Advertising! It is, in fact, merely the EXPRESSION of Advertising,just as "Space" is only the CARRIER of Advertising. And,-I am NOT a Copy-Writer.

#### John E. Kennedy

Market-Explorations and Advertising

2 Colum	abus Circle		New York City
(Corner	Broadway)-	——(Telephone	"Columbus 2996")

# Seventy-Five Years Old and Still Growing

A BROOKLYN NEWSPAPER HAVING THOUSANDS OF OLD FRIENDS AND MAKING NEW ONES EVERY DAY.

> THE BROOKLYN EAGLE COVERS ALL OF LONG ISLAND



THE EAGLE IS USED BY REPUTABLE ADVERTISERS BECAUSE OF ITS HIGH-CLASS CIRCULATION—NATIONAL RECOGNITION AS A READABLE, DEPENDABLE HOME NEWSPAPER—FORCEFUL INFLUENCING EDITORIALS, QUOTED ALL OVER THE COUNTRY. THESE STRONG FEATURES MAKE THE BROOKLYN EAGLE THE ADVERTISERS' MEDIUM IN BROOKLYN AND THROUGHOUT LONG ISLAND.

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by making the catalogue carry more of the selling load.

MUNSINGWEAR'S COMBINATION OF FUNCTIONS

The Northwestern Knitting Company, Minneapolis, for example, has brought out a catalogue this year which performs the functions which usually are assigned to three or four books. It is in effect a sample-book, a selling talk to the retail clerk, a counter-book, and a salesmen's portfolio. It cost money to produce, to be sure, but its cost should be compared with the cost of a separate publication for each of the purposes above mentioned.

Munsingwear counterbook is worth more than passing mention, because it is a splendid example of the possibilities of intelligent combination of functions, and an illustration of how it is sometimes wise to "save more by spending more." It contains thirty-two pages, 11x16 inches, more." printed on extremely heavy coated stock-heavier than seems necessary until you reflect upon the use to which it is to be put. Twelve pages are occupied by fashion plates, descriptions of styles, and a full range of samples of the various fabrics. That feature goes far toward insuring its actual use at the counter, for it enables the store to display styles and fabrics which may not be carried in stock. The underwear salespeople are pretty cer-tain to have the book "shoved under their noses," so to speak, and if the company has any message it wants delivered to the retail clerk, here is a likely medium.

Eight pages at the front of the book are devoted to copy dealing with the prestige of the concern, the selling points of its goods, and the conditions under which they are made. The fact that the book is actually on the counter, or within reach of the clerk, is practical assurance that she will at some time or other absorb this information. And if a customer idly thumbs over the book while waiting for a busy salesperson, no harm is done. The company has evidently taken a great deal of



Entrance to farm home of Wm. Grace, Lake Co., Ill., to which The Breeder's Gazette is a weekly visitor by invitation.

THE GAZETTE goes to no farm home except upon invitation, and the solid, substantial folk whose names are found on its subscription list represent the very cream of American rural citizenship.

Regular mailings of The Breeder's Gazette for 1916 have been as follows:

Jan. Copies	Apr. Copies	July Copies
692,049	694,200	694,101
1391,623	1394,460	1394,300
2091,550	2094,650	2094,324
2790.747	2794,680	2793,907
Feb.	May	Aug.
892,447	494,950	394,689
1092,240	1194,050	1094,260
1793,040	1894,200	1794,650
2493,240	2594,329	2493,800
March	June	3194,300
292,640	194.750	Sept.
993,600	893,650	793,480
1693,720	1594,825	1494,284
2393,720	2294,620	
30 93,780	2994,320	

agencies, agricultural schools,

statement.
With absolute confidence we assert that The Gazette list holds the names of the owners of more fine farms than can be found in such conjunction elsewhere on either side the Atlantic.

You can reach them through the business columns of their favorite newspaper,

# THE BREEDER'S GAZETTE

Senders Publishing Co., 542 South Dearborn St.

Member Audit Bureau of Circulations.

GEORGE W. HERBERT, Inc.,
Western Representative,
600 Advertising Edg.,
CHICAGO, ILL.,
WALLAGE C. RIGHARDSON, Inc.
Eastern Representative.

WALLACE C. RICHARDSON, Inc. Eastern Representative, 381 Fourth Ave., NEW YORK CITY.

# RESULTS or REDUCTIONS WHICH?

A 10% deduction from the printer's bill can't offset a 20% reduction in Returns.

The public sees the "break" - but not the bill.

For better Results and better Returns -consult Quadri-Color.

No deductions. But PERFECT fourcolor printing. The kind it pleases and PAYS you to use.



Quadri-Color Co.

Color Printers and Engravers 306 East 23rd Street, N. Y.

pains with the drawings and photographs, with the typography, and with the extremely readable copy. It would have been possi-ble to produce the book much more cheaply, and at the same time to sacrifice much of the ef-

fect.

"Our salesmen report that with this book in their hands it is possible to get an audience with nearly every buyer," writes W. B. Morris for the company. There you have a third important function which is performed by a single publication. It contains most of the material which would ordinarily go into a salesman's port-folio, it is impressive enough to be used for that purpose, and in addition the salesman is able to offer it to the buyer for his own

A somewhat different combination of functions in a single catalogue has been accomplished by the house of Henry Likly & Company, Rochester (trunks and handbaggage). This concern issues a wholesale catalogue each spring, and this year, by a little manipulation, has been able to make the same book a consumer catalogue, and to secure its distribution on a wide scale through its dealers.
The extra expense—which is nothing in comparison with the cost of a separate book—is in part borne by the dealers, and the company gains greatly besides, as will be shown in what follows.

MEETING THE DEALER HALF-WAY

A good deal of the advertising material which is furnished by manufacturers to dealers finds its way into the ash-can because it is too exclusively devoted to the manufacturer's interests. Dealers are only human, after all. The little retailer likes to feel that he is running his own business, and he may object to filling his win-dows with material which makes it seem as though he had sold out to some manufacturer. When he hands out a catalogue or a folder he likes to have it appear that it is his own, even though the manufacturer did pay for it. And what is true of the little retailer is also true of the big store, to an even

# The A. M. SWEYD CO.

—a group of advertising men and women—have elected as their President

# CHARLES D. ISAACSON

formerly President of the Jos. Ellner Co., Ltd., N. Y. City

### THEA.M.SWEYDCO.

ADVERTISING AGENCY
341 FIFTH AVENUE, NEW YORK
TELEPHONE, MURRAY HILL TIS4



CHARLES D. ISAACSON, Pres. WALTER DREY, Vice-Pres.

A. M. SWEYD, Trees, LOUIS SIMPKINS, Sec'y.

# Bigger Growing Better

THE TRUE NEWS-ALL OF IT-AND FIRST

# By International News Service

Because it is the ONLY press association in the United States which is carrying the news of the World War to the American people fully, truly, and first, the International News Service is growing by leaps and bounds—faster than ever before.

ON NOVEMBER 1, IN ADDITION TO ITS REGULAR NIGHT WIRE, THE INTERNATIONAL NEWS SERVICE OPENS A FULL DAY LEASED WIRE SERVICE TO THE PACIFIC COAST.

Connecting there with the day leased wire of the PACIFIC NEWS SERVICE, which has as clients the biggest and most prosperous papers in California, Oregon and Washington, the International News Service in future will cover as never before the WHOLE NEWS of the country for its hundreds of clients. This great extension rounds out a service for every minute of the 24 hours covering the United States from California to Washington, from Florida to Maine.

What the International News Service does for its clients has been proven by a hundred "beats" on the war. It was proven again on the World Series, when its clients the country over beat all opposition to the street by from five to fifteen minutes on EVERY GAME PLAYED.

The Clients of the International News Service always will have

### THE NEWS

INTERNATIONAL NEWS SERVICE, 238 WILLIAM STREET, NEW YORK CITY.

greater extent. Manufacturers who have been successful in get-ting department stores and big dealers to use their selling helps have generally been careful not to plaster their names and trade-marks over every available square inch of surface.

It is largely by bearing those facts in mind that the Likly Company has been successful in doubling the load which is carried by its general catalogue. As already stated, the company issues a wholesale catalogue each spring, and the same book, with very minor changes, could be made suitable for a consumer catalogue.

As is the custom in many other lines of business, prices are not. given in the body of the book, but are printed on a separate form which is placed just inside the back cover. Thus dealers are able to remove the price-list and show the book to consumers in order to sell items which are not carried in stock. This plan also makes it possible to use the book as a consumer catalogue by binding in a retail price-list in place of the prices to dealers.

Now it is obvious that the binding of the price-list at the back of a saddle-stitched book leaves a corresponding number of blank pages in the front of the book, and those pages can be filled with special copy at very slight added ex-pense. The Likly people have seen the opportunity to use those pages for copy referring specifically to the store through which the catalogue is distributed, thus making the book seem more like a catalogue which is actually issued by the dealer.

#### LOOKS LIKE THE DEALER'S BOOK

"In designing the cover," says John A. Williams, sales manager of the company, "a panel was ar-ranged so that the dealer's name could be inserted, with the result that the catalogue had every ap-pearance of a special book designed for that particular dealer. Wherever possible the style of the dealer's letterhead was copied for the panel, thereby linking closer the dealer's individuality and the proposition. The cover was print-

# Are You Prepared?

When this great war does finish, are you ready to reach out for fresh markets, are you prepared? To get in on the ground floor you ought to be studying the foundations

# NOW

# Great Britain

will offer you a readymade market, a market that uses the same language, a market where the banking facilities are ready to hand and an advertising medium

# London **Opinion**

that enables you to test this market at a minimum cost.

Write me to-day!

LONDON OPINION 67 & 68, Chandos St., London, W.C. NAME OF PAPER:

ADDRESS:

85-94 Long Acre London, England

HOW PUBLISHED:

# Weekly

NET PAID SALES:

Very much over a million—certified

ADVT. RATE:

\$600 per page and pro rata

SERIES DISCOUNT:

# None

ADVT. GUARANTEE:

The "JOHN BULL" guarantee ensures clean, reliable ad. pages.

> "John Bull" is essential to most American advertisers making a bid for British trade : :

> Philip Emanuel Advertisement Manager ODHAMS LIMITED 85-94, LONG ACRE LONDON, W.C.

ed in three colors, but the panel was so arranged that it could be printed after all colors were complete and covers ready for binding.

"The first two pages were devoted to copy which the dealer submitted. These two pages were bound without affecting the regular folding and binding of the other seventy-two pages. The other seventy-two pages. The back cover was devoted to a cut of the dealer's store, his trademark, or his name and address were printed in heavy type as selected by the dealer.

"The advantages for the dealer were many. It saved all the composition of a new catalogue. Owing to the large quantities dis-tributed, the cost was minimized. It gave the dealer a catalogue that was far superior to any he could possibly afford. It gave him a catalogue which appeared to be his own in every sense, a cata-logue that would stay with his prospects, for it was proved that seventy-two-page were kept for a long time by the individual as a book of reference.

"This catalogue was given in quantities of not less than 500 or more than 5,000 to responsible dealers who carried representative stocks of Likly Luggage and who were willing to pay the postage—four cents each. The company four cents each. The company stood all other expense with the exception of the cost for the cuts which were used for the back These cuts were made for

the dealer at actual cost.
"All the mailing was done from the Likly offices as per lists of preferred consumers submitted by the dealers. This saved the dealer a great deal of trouble and insured the books going out on time. When the various lots were mailed the dealer was billed with the postage for same, post-office receipts being given when desired.

"As this was the first time in this industry that so costly and large an edition was mailed to the consumer, the results were watched very carefully. In the six months following the mailing of the catalogues the dealers who had taken advantage of this offer had shown an average increase of upwards of forty per cent. Many



# This Window Sign Is Selling Goods on Broadway

Prominently displayed in the window of one of New York's largest automobile supply houses, it is helping sell Herz Spark Plugs to the entire satisfaction of the manufacturer and the dealer, just as it is doing for the many other dealers who are using the sign.

We are making signs for famous advertisers and in most cases originating the design as well as manufacturing the sign. Our forte is the creation of signs that express the individuality of your product.

The cost is moderate, particularly in view of the fact that every sign will be used by the dealers, displayed where they will link up your other advertising to the court of last resort—the dealer's store, where your goods are on sale.

Write us for details of our sample sign offer. No obligation whatever.

B. & B. SIGN CO., Inc., 341 Fifth Ave., NEW YORK

TELEPHONE, 5942 VANDERBILT



RALSTONS are long-lived because they combine the best materials and workmanship with perfect FIT. 3000 good dealers can give you your pair of Ralstons. We'll gladly send free booklet.



Most Pacific Coast advertising can be made to create the largest possible number of sales per dollar invested by engaging the services of our advertising division

•THE•
GEO·F·EBERHARD·COMPANY
Introducing · Advertising · Selling
SAN FRANCISCO

Angeles Seat

# WANTED A Typographic Lay-Out and Copy Man

We require a typographic lay-out man who can write copy for our service department. Copy requirements secondary. He must be, first, a printer-craftsman who can impart the art quality to our product and set high standards for our force to attain. If he can write good copy, all the better. He must be a man who has worked into advertising after becoming a real printer, rather than one who has gleaned all his knowledge of printing from the advertising business.

We are in the service printing business. We conceive that to mean imparting artistic merit and sales punch to the sales literature of our clients. We produce direct advertising literature. The more a man can help us do it, the more we can pay him. Inquiries in confidence.

> H. A. BLODGETT, President Brown, Blodgett & Sperry Co. ST. PAUL, MINN.

doubled their purchases, and some showed as high as 400 per cent in-

"The plan was of value, inasmuch as it not only increased the friendly interest in Likly Luggage, but greatly increased the good will of the dealer. In almost every case dealers showed their appreciation of our efforts by running newspaper ads at the same time the catalogues were mailed.

"Our salesmen found it a much easier proposition to sell the dealer, and the sizes of orders taken were materially increased so that gains in sales were easily shown. The dealers are all of the opinion that the good effects of those books mailed will bring results for a long period. Without exception, every dealer has expressed a desire to participate in the distribution of next season's books."

In brief, there is a good deal more to the problem of meeting the rising cost of printed matter than the mere cutting down of printers' bills. If one publica-tion, costing \$2,000, let us say, can be made to do the work of three books at \$1,000 apiece, it represents real economy to double the cost of one of them and abolish the other two. Trite as the saying is, it is results that count, and it is never safe to lose sight of the results in the endeavor to pare down expenses.

(To be continued)

#### Wm. E. Hall an Officer in Boston Agency

William E. Hall has been elected treasurer and general office manager of the Wood, Putnam & Wood Company, Boston. He will assume his new duties about December 1.

For nineteen years Mr. Hall has been treasurer and general manager of the Shaw Stocking Company.

#### Represents "Electrical Merchandising"

Fred Kinsey, formerly advertising manager of the Bridgeport Brass Company, Bridgeport, Conn., and until recently assistant business manager of the Blectric Railway Journal, has been appointed to represent the new McGraw publication Electrical Merchandising, in the East.

# Rate Clerks

# Are a Genial Crowd

"Gene, Sweep out Padded Cell No. 702406."

Here's another Agency rate clerk who likes to "work up" Newspaper Classified orders!

Says it's joyous, exhilarating, fascinating to refer to three or four hundred rate cards-Newspaper rate cards, Gene!

Likes to read the "provisions," etc., etc., to see "how to figure."

Doesn't know that time. money and the temper of the whole office force can be saved by clearing Newspaper Classified at full commission thru-

# ARKENBERG Special Agency

406 Madison Ave. - - Toledo, Ohio 702 World Bldg. - - New York, N. Y. 16 Regent St. - - London, England

# Advertising Salesman Wanted

An old-established, newly reorganized weekly has an exceptional opening for a clever and energetic advertising salesman, with youth and red blood. The possibilities for advancement are entirely up to the applicant, and for the right party there is opportunity for a pleasant, profitable and permanent connection. Preference will be shown to an applicant having had previous experience in selling space to general advertising agencies, etc. Give full particulars as to present and previous connections, with such other information as may be of value.

Small salary to begin, with a liberal commission arrangement. All replies confidential. "A. E.." Box 157, care Printers' Ink.

# Mail Order Man Wanted

A seed house with a unique sales proposition wants an assistant to handle the mail order and the advertising follow up. We want a young man with some experience in the mail order or advertising department of a seed house, although that experience is not indispensable. We do not want an advertising manager, as that position is provided for. Give complete details of experience, salary really expected, and samples for which you are personally responsible. "W. C.," Box 154, care PRINTERS' INK.

#### Railroads' Idea of City Advertising

The "Wisconsin Idea" of commission government and administration has degovernment and administration has de-veloped a new angle which will interest advertisers, many of whom have felt obliged to complain that the "Idea" has been altogether too expensive to manu-facturers in the form of increased taxes for supporting the commissions, and overly stringent regulations for the con-

duct of business.

The bulletin of the Wisconsin Rail-road Commission is now publishing a series of articles on city policies and series of articles on city policies and specialization in manufacturing. It makes the point that salesmanship and advertising are just as necessary to a city as for a specialty business. Coming from a State commission, and a rail-way commission at that, the presentation of this idea takes on a special interest. The commission suggests that the heart of criticles are the commission of the terest. The commission suggests that the best and quickest way to prepare for a campaign of salesmanship and advertising for a city is to endeavor to centralize a certain type or class of industry in a community. It points out that with the growth of national advertising, the advertising of the manufacturers themselves will form a strong nucleus for the city in its own campaign. Along these lines the commission has this to offer: offer:

"A city's primary function is to take the raw materials of the country and transform them into manufactured prodtransform them into manufactured products or to dispose of them for use in their original form elsewhere. Every city; whether large or small, needs a skillfully made physical plan showing its possibilities and its limitations, industrial and social.

"Every city needs a business policy, guiding, controlling and stimulating comguiding, controlling and stimulating com-munity growth, based upon such a plan. "Life is pretty largely a matter of salesmanship in these days. Few indi-viduals, and few towns of any im-portance, are able to live and grow without exchanging their own products for the products of other persons and

places.
"Salesmanship is pretty largely a matter of intelligent advertising. We who have something of value for sale must make that fact known to the largest number of possible buyers of our products. We must do it at minimum cost lest the publicity expense consume the possible profits."

### All the Way from Bombay

DAVIS MILK MACHINERY Co.

DAVIS MILK MACHINERY CO.

NORTH CHICAGO, ILL., Oct. 6, 1916.

Editor of PRINTERS' INK:

It will interest you to know that we have received in this morning's mail an inquiry from Bombay.

The first line of this inquiry reads "Having read your name in one of the issues of PRINTERS' INK as manufacturers of dairy machinery."

We are following this inquiry closely and hope it will result in a sale.

ROSCOE C. CHASE,

Assistant Sales Manager.

# 1928

# National Advertisers

Are Makers of Dry Goods, Fabrics and Personal Wear.

They, with complete, accurate data covering the man-to-see, the particular month, and the agency, are listed in the

# Standard Register of National Advertising

THE ACME OF ACCURACY

MINERS BANK BUILDING, WILKES-BARRE, PA.

10 EAST 43rd ST. Tel. Murray Hill 496 NEW YORK CITY

# LYDDON AND HANFORD CO advertising

MAGAZINE NEWSPAPER
TRADE OUTDOOR AND
STREET CAR A V A V

200 FIFTH AVE NEW YORK 42 EAST AVE ROCHESTER BUFFALO VSYRACUSE & ELMIRA

# METZ B. HAYES

has been appointed New England Representative

of

MOTION PICTURE MAGAZINE

and

MOTION PICTURE CLASSIC

with headquarters at

201 Devonshire Street, Boston

FRANK G. BARRY Advertising Manager

M. P. PUBLISHING COMPANY, Brooklyn

Western Representative: A. A. King, Peoples Gas Bldg., Chicago

# Mr. Manufacturer

There is a Gugler Advertising Letter for you—and a plan.

Will you send for it?

No obligation on your part.

The Gugler Service (assistance) Department

The Gugler Lithographic Co. Milwaukee, U. S. A. Chicago Office Conway Building

#### The Pros and Cons of Instalment Circulation

Speakers at Representative Club Tell of Their Experiences—The "Cook Plan" Described as Not Being an Instalment Method, but "Cash on Delivery" Plan— Profits on Circulation

THE pros and cons of "instalment" magazine circulation were discussed at a lively meet-ing of the Representatives' Club ing of the Representatives Club of New York, following luncheon at the Hotel McAlpin, Monday, October 23. George E. Cook, of the David C. Cook Publishing Company, of Elgin, Ill., talked on "Cook circulation," whereby subscribers pay for subscriptions every month to collectors. F. M. Ball, of the Stafford Subscription Agency, of Brooklyn, defended the instalment system, although he said the name was ill-chosen for the method, while Carl A. Byoir, circulation manager of Cosmopolitan, based his remarks on the superior value of circulation secured on editorial appeal, and S. Cherr, of Frank Seaman, Inc., sketched the work of his organization in the past year in securing data of circulation methods for the information of this company's clients.

Mr. Cook said that, besides the Mother's Magazine, his company publishes forty-four other periodicals. When ten years ago it took on this magazine, he said that various circulation methods were tried out which other secular publications were following.

"After giving every known circulation method a fair tryout, supplementing these with a few of our own invention, the Mother's Magazine had a circulation of 380,000, which netted us about 8 cents. Every subscription was a liability instead of an asset. You can imagine how popular that situation was in an institution where the average returns on a circular were 40 per cent, with 80 per cent renewals. Every one

## The November Issue of

# PHYSICAL CULTURE

shows a gain of

19% over November 1915 33% over November 1914 29% over November 1913 12% over November 1912 56% over November 1910 74% over November 1909 120% over November 1909

Are we far wrong in claiming the steadiest growing advertising section in America?

New York Office: Flatiron Building O. J. ELDER, Manager Chicago Office: Peoples Gas Building W. J. MACDONALD, Manager

Member of Audit Bureau of Circulations



# You Can Use Those Movie Films

And if you haven't a film we'll have one made for you. Here is a machine that automatically projects motion pictures.

And it works in daylight in show windows !

This machine is an unusual dealer help. Put it to work in windows, offices or store aisles.

W. H. STAVENHAGEN CO., Inc. 331 FOURTH AVE., NEW YORK Telephone, 6420 Madison Square DUCATIONAL Motion Pictures teach your customers and their families how you make your product.

INDUSTRIAL Motion Pictures advertise your product and its uses in an absorbing play

SCIENTIFIC Motion Pictures show the changes and processes which the eye cannot follow.



# Well Known Advertising Solicitor

15 years in the business, having just given up his office as Publishers' Representative in Chicago and New York

#### Seeks to Represent

and devote entire time to one prominent or growing newspaper or magazine in the Chicago or New York field,

#### Or Join

an Advertising Soliciting Organization offering a worth-while opportunity.

#### A Hustling

aggressive, thoroughly skilled business-getter—experienced as buyer as well as seller of advertising space—thoroughly and intimately acquainted with most agencies and mational advertisers—36 years old. References: Most any advertising agency, national advertiser or any of my past publisher connections.

If You Have a Proposition Demanding a Capable, High-class Advertising Man, Please Address "W. L.," Box 150, care Printers' Ink. of the forty-five publications except the *Mother's Magazine* made money on its subscriptions.

"After throwing away something like \$500,000 in trying to live up to circulation-building traditions, it occurred to a certain young man that in forty years of profitable publishing the David C. Cook Company had never required cash in advance for any of its magazines or papers except the Mother's Magazine, and that was the only one that was losing money. For forty years we had invariably collected on three milcirculation lion every months. We never considered this anything but cash business, because we always got our money immediately upon completion of each quarter's business. One of the biggest lessons that we have learned is that at least 95 per cent of the people are honest. The mail-order trade which caters to many millions of Americans trusts the people, and doesn't require the people to trust them. Incidentally, no producer of anything but magazines has the crust to ask the ultimate consumer to pay cash a year in advance.

#### PROFITS DECREASED

"Our constituency believe in us because we don't ask them to believe in us. These are the fundamentals upon which Cook circulation is based. In eight years, on this basis, I have increased the subscription list of the Mother's Magazine from 380,000, with a net return of 8 cents to more than 550,000, with a net return that more than pays the actual manufacturing cost of the magazine."

Mr. Byoir, of Cosmopolitan,

said, in part:

"The instalment circulation plan is like the measles: every publisher has got to have it once, but never wants it again, because it brings less money than any other method we can use. When a publisher can't get circulation any other way, he might be willing to use it, but that would be a confession of weakness. The way to be a great circulation manager is to get the boss to hire a darn good

# WHERE IS THE

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# Printing Crafts Building?

E sant one of our Calendars to a customer and received through another party the following quotation from a letter:

That is a wonderful specimen of the Printer's Art; but just where is the Printing Crafts Building?"

We thought the reputation of the brilding was sufficient. The

PRINTING CRAFTS BUILDING is 24 stories high with about 15 acres of space and is situated on Eighth Avenue, from 33rd to 34th Streets, New York City.

This site was selected as most advantageous, being opposite the U.S. Post Office and adjacent to the Pennsylvania R. R. Station. The building was designed and erected specially for the requirements of Printing Crafts.

It is the location of a large proportion of the firstclass Printing Establishments, among which is the well-known great house of the

Charles Reamois Press

"Do you have any difficulty in respect to dealers' co-operation?" asked the interviewer.
"No," said the General Manager of one of the most successful soap concerns in America. "We use the best argument that can possibly be used with the dealers-we advertise locally and sell the goods for him."

# New England's Home Dailies

have great power in the moving of merchandise of all descriptions. They are papers of character, possessing in a great degree the esteem and confidence of their readers.

These local dailies every day prove their worth to the local merchants as is instanced by the great volume of local advertising.

These papers can do much for you in marketing your product whether a food product, a household medicine, wearing apparel or a luxury.

New Englanders have the money to buy what they want, and the profitable way to reach them is through the New England home daily newspapers.

Twelve Good Home Dailies in Twelve Good Cities:

MERIDEN, CT., RECORD Daily Circulation 5,963 Population 37,265, with suburbs 50,000

WATERBURY, CT., REPUBLICAN Daily Circulation 8,783
Population 73,144, with suburbs 100,000

PORTLAND, ME., EXPRESS Daily Circulation 20,944 Population 58,571, with suburbs 75,000

BURLINGTON, VT., FREE PRESS Daily Circulation 9,957 A. B. C. Population 22,000, with suburbs 40,000

MANCHESTER, N. H. UNION and LEADER
Daily Circulation 27,705
Population 75,063, with suburbs 150,000

LYNN, MASS., ITEM Daily Circulation 15,261 Population 89,336, with suburbs 100,000

NEW BEDFORD, MASS. Standard and Mercury Daily Circulation 20,949 net paid Population 109,000, with suburbs 120,000

SALEM, MASS., NEWS
Daily Circulation 20,021
Population 43,697, with suburbs 150,000

SPRINGFIELD, MASS., UNION Daily Circulation 29,591 Population 100,000, with suburbs 250,000

POST and TELEGRAM B. C.

BRIDGEPORT, CT. POST and TELEGRAM Daily Circulation 31,000—A. B. C. Population 150,000, with suburbs 220,000

HARTFORD, CT., COURANT Daily Circulation 16,800 Population 98,915, with suburbs 125,000

NEW HAVEN, CT., REGISTER Daily Circulation 19,414 Population 150,000, with suburbs 175,000

editor. He's better off if he can make 98 cents on the newsstands or \$1.50, less the cost of handling and mailing, on a subscription, than if he's got to hire a sales organization to sell it for him."

Mr. Byoir said that there was also a greater percentage of can-cellations by this method.

"I don't want to say anything of the advertising value of this method," he said. "The adver-tiser has got to decide that for himself."

Mr. Ball, in rebuttal, replied that a magazine has to be sold as much as any other piece of mer-chandise, and that the problem is one of educating a vast army of non-magazine readers.

"I want to take exception to the name 'instalment,'" he said. "I prefer to call it the cash on delivery plan instead. This plan delivers in the piece and collects in 'Instalment' infers piece. something cheap. It decirculation method harm. It does this

"Does the magazine win by sheer merit alone? No. You've got to sell it, no matter how good it is. Again, the average person doesn't want to lay down four or five dollars in advance to a stranger. So our plan is to send a salesman to Mrs. Jones with eight or ten magazines. He gives her an idea about the make-up of each. She takes three, perhaps, and pays only for them-value in hand for what she is paying. She never pays except for what she gets. Next month, on receipt of her magazines, a collector calls. If she finds she doesn't want one, he is instructed to sell her another in its place. If she had paid cash in advance, there would have been twelve months when she wouldn't have looked at the one she didn't like. Isn't this the same thing as newsstand circulation? She gets just what she wants."

C. M. Schulter Joins Joerns
C. M. Schulter has resigned as advertising manager of the United States
Gypsum Company, Chicago, to join the
copy department of the Arnold Joerns
Company, of that city. Prior to going
with the Gypsum company two years
ago he was advertising manager of the
Standard Varnish Company.

# A Wholesale City

Yes, rather an odd designation but it brings out the fact that there are in the city of

# PORTLAND

Maine

111 Wholesalers

Portland is Maine's Jobbing Center.

# THE **EVENING** EXPRESS

is the only afternoon daily newspaper published in Portland, and is the great

published in Portland, and is the great daily newspaper of Maine.

More than nine out of every ten fam-ilies in Portland and suburbs read the EXPRESS, and as a result the EX-PRESS can make nine-tenths of the advertised sales in its zone.

You are invited to put your copy in

the EXPRESS.

Julius Mathews Special Agency Boston. Chicago New York

#### What we told the Postmaster about the

# Post and Telegram

Bridgeport, Connecticut

In our October statements to the Post-office authorities our circulation is shown to be

# 31,917 NET PAID

These figures show a net paid increase of more than 16 per cent over the April figures. It also shows that since that time there has been a consequent growth in Bridgeport's circulation, and the end is not yet.

Bring your copy to Bridgeport and enjoy good sales.

Largest Connecticut Circulation!

Julius Mathews Special Agency Boston Chicago New York

# Printers and their Specialties

Advertisers Can Consult with Profit, this List of Printers, When Planning their Next Job

our claims to render service are expressed in our work -and in no other way.

# Hurst & Hurst Co.

Typesetters to Advertisers

138 West 36th Street, New York Telephone Greeley 5244

# ypographic Service

Advertising Agencies exclusively

Especially equipped for handling Advertising Composition day and night

C. E. RUCKSTUHL, INC. 27 EAST 31ST STREET, NEW YORK

# ask

THE PUBLISHERS OF HIGH GRADE PERIODICALS

WHO THEIR PRINTER IS. THEY WILL PROBABLY TELL YOU The Carey Printing Company

DE AVENUE AT 362 STREET NEW YORK

# **EMBOSSING**

"stands out"-An embossed cover always stands out and makes your catalogue out of the ordinary.

> We are specialists in the embossing line.

Walcutt Bros. Co. 141 East 25th St., New York City

# The World's Greatest PRINTING PLANT

of Magazines and Catalogues

OVER 58,840,000 Catalogues, Supplementary Catalogues, Magazines and Periodicals were produced during 1915 by the

W. F. HALL PRINTING CO. CHICAGO

### We do OTOGRAVURE PRINTING

Our Specialties REWSPAPER SUPPLEMENTS
MAGAZINE INSERTS
ADVERTISING BOOKLETS
SPECIAL FEATURES Estimates Gladly Furnish

THE WATER COLOR CO., Inc. Advantageous Connection For Saless Commission Basis Only

#### "Lost in the Mails"

Can never happen to drawings, copy, cuts, proofs, etc.—if the parcel is labeled with McCourt's Gummed Labels McCourt's Gummed Labels
Insure safe delivery or prompt return.
Perforated Rolls—ready to insert in typewriter—address is typed quicker than
scrawled by hand; always nest—and legislie to waryhold;
the typed quicker than
scrawled by hand; always nest—and legislie to the typed quicker than
court's typed quicker.
Labels—nest, attractiva, representative,
Cost no more than the old-style flat label.
Get our prices—then ask your shipping
clerk. New Label Beak and Cabiset Crisine.

New Label Book and Cabinet Catalog Free to readers of Printers' Ink.

McCourt Label Cabinet Co., 54 Bennett St.

### BOOKLETS-

MANY of America's prominent advertisers and advertising agencies like the George Batten Company, J. Walter Thomp-son Company, Frank Seaman, Inc., Federal Agency and others, requir-ing High Class Booklet and Catalog Work use the

Charles Francis Press Printers of PRINTERS' INK
461 Eighth Ave., New York City

# ${\sf Engraving-Designing-Electrotyping}$

A Handy Buyer's Guide for Advertisers, Advertising Agents and Publishers

Our word is as good as a U. S. bond.

Try us.

# Metropolitan Art Craft Co.

Telephone Beekman 4598 "THE KIND THAT'S FIT TO PRINT"

good Picture is worth a llion Words THE STERLING ENGRAVING CO. Artists - Engravers 200 WILLIAM ST. IOTH AVE ME 36TH ST.

# Photo-Engraving

in all its branches

LENZ

#### PHOTO-ENGRAVING CO.

**Printing Crafts Building** New York

HE advance in the price of paper has introduced new economic conditions in the preparation of advertising literature. The use of

# Color Illustrations

will do much to offset the increase in the cost of paper by their superior selling value. Advertising directors will be interested in our service.

### ZEESE-WILKINSON CO.

Color Printers & Engravers 424-438 W. 33rd St., New York City

#### THE COLORPLATE ENGRAVING CO.

SCRIBNER BUILDING 38-319 WEST 43ea ST

**NEW YORK** 4460 BEOUT J.E.RHODES P.

STATE OF THE STATE QUALITY COLOR PLATES

# **Advertising Service**

"We wish to say that your service has been all and more than you said it would be when you solicited our business and we naturally feel well satisfied.

Yours very truly, 6 THE ERICKSON CO." Feb. 28, 1916

THE GILL

ENGRAVING COMPANY 140 Fifth Ave. New York

#### **ELECTROTYPE SERVICE** IN CANADA

You Save Money-You Save Timeby having your electrotypes for Canada made by us. And they are made well.

### RAPID ELECTROTYPE COMPANY

345 Craig St., W. MONTREAL, P. Q.

406-426 W. 31st St., New York Telephones Chelsea 2117-2118-2229

**Best Equipped Plant in New York** Guarantees you finest plates at

# PRINTERS' INK

A YOURNAL FOR ADVERTISERS Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 183 MADISON AVENUE, NEW YORK CITY. Telephone 1345-78-9 Murray Hill. President and Secretary, J. I. Romer. Vice-President and Treasurer, R. W. LAWRINGE. General Manager, J. M. Hopkins. The address of the company is the address of the officers.

Chicago Office: 1720 Lytton Building, 14 E. Jackson Blvd., J. C. Aspley, Manager.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

Kohn, Manager.

St. Louis Office: Third National Bank Building, A. D. McKinney, Manager, Tel. Olive 43.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, \$75; half page, \$37.50; quarter page, \$18.75; one inch, \$5.60.

JOHN IRVING ROMER, Editor.

New York, October 26, 1916

Cost of Space For some years now the price of Costs Advance been climbing.

Almost everything the manufacturer buys costs him more than it did three, five, or ten years ago. Has the price of advertising gone up, too, in proportion? Does space cost more, per unit, than it used to cost?

Most advertisers, with the general increase of advertising rates in mind, will at once assume it does. Most publishers, pointing to correlative increases in circulation, will say no. But who knows? Or cares very much?

It appeared to PRINTERS' INK that the point is, however, a very vital one and should be cleared up. Acting on this conviction, we have sent out 1,000 letters to representative mediums in all space-selling fields asking them for their circulation figures and rates for three periods. Leading publishers are also being interviewed for additional light on the situation.

In making the investigation, PRINTERS' INK was resolved to print the facts as they disclosed themselves. It was by no means sure what the results would be, but it believed they would favor advertising, would prove that the real net cost of space had increased little if at all, had probably even decreased in the more important mediums.

The first returns in investigation have now been received, and they are nothing short of aston-

ishing.

Six newspapers, for example, all of large circulation, show a decrease of forty per cent or more; four a decrease of ten to forty per cent; three substantial decreases in a shorter period than ten years; three no change at all and only one, a paper of small circulation, an increase in cost, and this of only eleven per cent.

Three important magazines, again, show a decreased net cost of advertising amounting to more than forty per cent each since 1906. Each of them had raised its rate once or twice in that time, but the circulation had always more than tipped the balance in favor of a lower cost.

Side by side with these returns is that of a street-car advertising company, which reports a reduction in cost per card of nearly thirteen per cent in five years. Trade and class papers' returns promise to tell the same story.

In order to make the investigation comprehensive it was necessary it should cover the cost of commodities in general during the same periods represented by the figures on advertising. It appears that the Bradstreet's Index Figure, which is the sum of the prices per pound of ninety-six common commodities, is 40.57 per cent higher now than it was during the corresponding month in 1906.

In other words, while prices in general have risen that much, the cost of advertising has been going down in some mediums ten, twenty, thirty, forty, fifty per cent!

The figures represent only a small percentage of those that will be reported, but they are straws. It is impossible to believe that later returns can re-

verse or seriously modify the

tendency indicated.

Here's reassurance, then, for many an advertising department! How many executives, too, will find an argument with which to meet directors' objections to larger advertising appropriations, or any appropriations at all.

And here's a complete answer

And here's a complete answer to the legislative and sociological critics of advertising who affect to find it a costly form of selling and distribution, and even pure

waste.

The forthcoming series in PRINTERS' INK, embodying the results of its investigation, will make these things plainer.

Why Public Much is being said and written about the failure of Chicago's public market. The venture is reported to have cost the city \$55,000. The failure is attributed to several causes, the chief of which was the indifference of the people that the market depended on for patronage. So many other similar attempts to save for the consumer the middleman's margin have failed that the chronicling of a new one need excite no surprise.

It is generally supposed that public markets fail because peopublic markets fail because peo-ple in the long run prefer to pa-tronize the retailer, with all his faults. They may storm and pro-test about the "exactions of the middleman," but when it comes right down to the alternative of dispensing with his service and the buying convenience which he offers, or to the saving of a small percentage by purchasing at a market and lugging the supplies home, the saving does not appear When it to be worth while. comes to making this decision, the retailer usually triumphs. There is no gainsaying the fact that this is the real reason why nearly all attempts that are made to eliminate the middleman do not meet with success. Yet it does not entirely explain the failure of the market idea.

If produce can be sold cheaper at a public place, where the farmer deals direct with the consumer, then there should be enough people willing to buy in this way to make the plan feasible. Then why does not the market get the patronage of these people? Simply because it is out-merchandised by the retailer. The dealer exploits his service more effectively than does the market. The dealer sells his service. The market does not. If public markets would advertise and tell just what they have to offer, they would not have to close for a lack of patrons.

The sponsors of the market idea should remember that for years retail stores have been ad-vertising service. They have been building up trade on the basis of service. People have become so accustomed to it that they now expect it as a matter of course. To get the patronage of these people the market must advertise the advantages it has to offer in lieu of the service the retailer gives. If these advantages are sufficiently attractive to enough customers away from the dealer, the market plan of selling produce will succeed. If it hasn't sufficient advantages to make convincing advertising possible, the public market has no excuse for existence.

There is no conspiracy against the market plan. It either has something to sell and has failed to do it, or it has nothing to sell and has failed quite naturally. In any event, no new adventure in retailing that intends to upset the buying habits of people can even begin to succeed unless it is properly advertised.

Why Can't Practical advertising men and Uncle Sam every person else Be a Real who is in a po-Salesman? sition to realize the value of advertising properly executed will find it difficult to restrain their emotions when they learn of the latest example of administrative ability on the part of the United States War Department. Facing the most serious need that has ever arisen in time of peace for stimulus to enlistments in the United States

Army, the War Department announces that it will curtail newspaper and poster advertising and rely upon a house-to-house canvass to drum up recruits.

This reactionary policy, which would be grotesque if it did not involve such a needless waste of public funds, is announced in a letter which Adjutant-General G. W. Read has just addressed to all officers in charge of main recruiting stations. As though the new scheme for increasing the strength of our regular army were not sufficiently inadequate on the face of the thing, this unprogressive branch of the Government proposes to carry on its house-to-house canvass not by means of its own recruiting officers or hired solicitors, but especially through the instrumentality of the postmasters of the country.

Truly, "it is to laugh," this proposition, in the eyes of any person who has any conception of the demands already made upon the time of the average smalltown postmaster in the United States. It is very much as though some bright mind proposed to saddle some new duty upon our already overworked consuls abroad. Ah, but note the inducement; for each recruit safely landed the postmaster who is responsible will receive a reward; \$5 or some such sum. And the postmaster who is willing to act "as agent" will be provided with ammunition in the form of a recruiting flag and a

one-sheet poster.

This harking back to the methods of the old-time peddler cannot be taken, either, to indicate that the War Department does not realize its present extremity. On the contrary, the Adjutant-General's letter says: "To meet demands for the present and the immediate future, the recruiting service must be capable of furnishing annually an average of one recruit per thousand of population. This result can be accomplished only by canvassing every accessible locality in the United States. Hereafter, without lessening the efforts that have heretofore been taken to procure recruits in the cities and large towns, special additional effort must be made to thoroughly 'comb' all the rural sections."

Paragraph 12 of the Adjutant-General's letter is especially inter-He says: "Newspaper esting. advertising is not found of much value, nor is the expense of an increased display of the eight and twenty-four sheet posters justified by the results obtained from that form of advertising. Applica-tions for discontinuance of this posting in cities and towns where it is no longer desired by recruiting officers will generally be favorably considered. Newspaper advertising will be gradually reduced as the present authority expires."

The beauty about this solemn pronouncement to the effect that advertising has been weighed in the balance and found wanting is that the War Department has never done enough real advertising to be worthy of the name, or to demonstrate whether or not advertising would afford a remedy for its chronic complaint+short-age of enlistments. The vaunted newspaper advertisements have consisted merely of small classi-fieds in the "Help Wanted" columns of a limited list. Why, as a matter of fact, certain National Guard organizations in various States, when called upon quickly to bring up their strength for service on the Mexican border, did more advertising within an interval of a few weeks than the War Department has ever been guilty of. As has been remarked before, the War Department might well take a lesson in advertising for recruits from its rival, the Navy. The Army's recruiting policy has all along been regarded as a joke in naval circles. The question is, what will they think of it now?

Byrnes Joins Mahin Agency
James Edward Byrnes, formerly of
the dealer-service department of the
California Fruit Growers' Exchange, has
joined the Mahin Advertising Company,
Chicago, as assistant to Wilbur D. Nesbit, vice-president.

Robert E. Rinehart, Paul J. Volgan,
Howard E. Brown and Lyman Weld
have been appointed to this agency's
copy department.

copy department.



Williams Cañon, Colorado-From Leslie's

# When is a Form Letter Not a Form Letter?

By Tim Thrift

Advertising Manager The American Multigraph Sales Co.

A form letter is a form letter if it is a form letter.

That's like saying that black is black because it's black.

It's much the same proposition. Black is black whether it's on

paper, cloth, furniture or fingers.

A form letter is a form letter

whether it's painfully typewritten a stroke at a time, printed on a printing press, written with a pen or Multigraphed.

The thing that makes a form letter a form letter is the form of the letter and not the form of its presentation.

Ever get pinched for speeding?

If you got a summons to appear in court, you didn't stop to remark that it was merely a filled-in form. You knew mighty well that it was a personal message.

And you responded—indeed you did.

Some people object to the "deception" of a filled-in letter. Then they go ten times as far in their effort to deceive and have their form letters—for they are still form letters, mind you—painfully transcribed by a typist

a character at a time and at infinitely greater cost.

Can the academic stuff and get down to cases. What you want is answers. If your letter deserves an answer, you'll get it, no matter how or where it's written or produced.

Just as an example, here's a report from the Art Metal Construction Co.

Jan. 17, 1916—203 personally written letters sent out.

Replies, 11 ..... 5 4-10%

Feb. 1—182 Multigraphed letters sent out.

Replies, 37......20%

Feb. 29—145 Multigraphed postcards sent out. Replies, 20 . . . . 13 8-10%

The Multigraph isn't an imitator. It does real typewriting, from typewriter type and ribbon, only it writes a page at a time instead of a character at a time

It also does real printing. It costs from \$200 to \$750 according to what you need, easy payments if desired.

and so saves time and money.

THIS is an advertisement of The American Multigraph Sales Company, Fortieth Street and Kelly Avenue, Cleveland, Ohio, from whom you can get any information you want about the Multigraph if you'll only write for it.

#### Advertising Women in Politics

Advertising Women in Politics
The monthly dinner of the League of
Advertising Women, New York, was
given at the Advertising Club rooms,
October 19. Four speakers discussed
the position, present and potential, of
the Advertising Woman in Politics, and
Political Women (and parties) in advertising. Maylin Hamburger, of HanffMetzger, Inc., and member of the
Woodrow Wilson Advertisers' League
of New York, spoke on the subject of
"Advertising Woman in Politics"; Miss
Helen Varick Boswell, president of the
Women's Republican Association, on
"Psychology in Advertising"; Miss Rose
Young, former publicity manager New
York State Woman Suffrage Party, and
Miss Helen Hill on "Stunt Business."
Mr. Hamburger predicted that with

York State Woman Suffrage Party, and Miss Helen Hill on "Stunt Business."

Mr. Hamburger predicted that with both prominent parties committed to the issue, it would be but a short time before equal suffrage would be the law of the land, and that the next political campaign would see advertising women performing a distinct, valuable and much-sought service in moulding public opinion by advertising appeal.

Miss Hill told of her efforts to induce her party to invest a "couple of hundred thousand dollars" in effective advertising during the present political campaign and of being "turned down" but not disheartened. Miss Hill estimated that each of forty-two States spent, on an average, \$10,000 a year—New York capping the expenditure with \$100,000—that results were far from commensurate, and that out-and-out paid

advertising would have been more economical of funds (even allowing for the obnoxious, but legitimate, commissions) while bringing results.

Miss Boswell recalled the first political rally of her party in a Tammany stronghold, and Miss Young related the carrying out of many stunts that earned the coveted publicity which is the breath of life to the movement. All speakers agreed that advertising as we know it would be used to advantage in future would be used to advantage in future political movements by each of the par-

#### A. A. C. W. Executive Committee to Meet in St. Louis

The executive committee of the Associated Advertising Clubs of the World will hold a two-days' session in St. Louis, October 30 and 31. On this occasion the St. Louis Advertising Club will present to the committee an outline of its plans for the entertainment of the annual convention to be held in that city next year, and the date of the event will be fixed by the committee.

#### Joins Guaranty Securities Corporation

George McIntyre, formerly secretary of the Newark Poster Advertising and Newark Sign Companies, is now asso-ciated with the Guaranty Securities Cor-poration, New York.

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# PEARSON'S MAGAZINE

Announces

# A. W. Ricker

Business Manager

### Louis Hilb

Eastern Representative 425 East 24th Street, New York City

### Cole & Freer

Western Advertising Representatives 1328 Peoples Gas Building, Chicago, Ill.

# Why I Work for Trade Papers

Because I believe that Trade Papers are faithfully serving the best interests of the different divisions of Business.

Because I believe that Business Papers Because I believe that Business Papers are constantly disseminating News and Intelligence that is making their readers, the business workers of the country, better Manufacturing Men, better jobbing and distributing men, better Dealers, better Merchandising men, better selling men.

Because the Business Papers are performing this genuine service for the people who support them I am serving the clients of the Talking Machine World and the Music Trade Review, 373 Fourth Ave., N. Y.

These reputable Journals, Leaders in their Trades, are giving real service to their readers.

On top of seven years' N. Y., Chicago, Boston, St. Louis and Cincinnati news-paper experience and five years' prac-tical experience as copy writer for four of America's most successful National Advertisers I anticipate still further use-fulness as service man and solicitor in the Business Paper field.

MYRON TOWNSEND.

# **Correspondence Course** Writer Wanted

We are looking for a man who has had experience in planning and writing correspondence school courses to prepare a new course for us. Send full particulars first letter. "W. R.," Box 155, care Printers' Ink.

# Cultivate Canada Ask Us How

We are on the spot and know conditions

SMITH, DENNE & MOORE

#### Industrial Education for Jewelry Salesmen

R. L. Cooley, principal of the Central Continuation School of Wisconsin, at Milwaukee, a State institution, has in-terested the Wisconsin Jewelers' Association in a movement for the education ciation in a movement for the education of sales men and women employed in retail stores. His argument is that industrial education of any kind will make more customers for the jewelers, and that the association for that reason alone should take an interact in the school should take an interest in the school

"It is not mere chance that makes one person a better salesman than an-other," said Mr. Cooley. "The good salesman may be entirely incapable of analyzing his art, but his art can be analyzed. I never see an advertisement analyzed. I never see an advertisement of jewelry or enter a jewelers' establishment without being impressed with the fact that it would constitute a liberal education to be well informed about the various articles offered for sale. It would require information about the most intricate manufacturing processes. It leads to a knowledge of history and an understanding of art."

He pointed out that the retail jeweler especially must build up his business largely through greater development of the purchasing power of the people in his community.

his community.

#### Chain-Store Expansion

Expansion of chain-stores in the grocery field is causing much agitation among the retail interests of the "regular" type. The Great Atlantic & Pacific Tea Company, of Jersey City, N. J., is putting in several hundreds of new stores in Chicago, Milwaukee, Minneapolis and St. Paul, and also in some of the interior towns. The Jewel Tea Company will make its store at Larium, in the Michigan Upper Peninsula, a distributing center, preparatory to extending its business in the Copper Country. Coffee and tea will be shipped in carlots to Larium, where a packaging plant will be put in for the remainder of the distributing system. Expansion of chain-stores in the groof the distributing system.

#### Millinery Stores Selling Phonographs

An interesting development in the talking-machine industry is the manner in which some of the companies are uncovering new distributing outlets. A recent advertisement of the Carola Company, for example, stated that its instruments could be purchased at grocers, florists, druggists, jewelers, confectioners, cigar stores, music stores, book stores, specialty shops, millinery shops, photographers and furniture stores.

#### W. A. von Hagen With "Arts & Decoration"

Willard A. von Hagen has been appointed advertising manager of Arts & Decoration. He has been associated with Vogue.

Population 62,288 Trading Centre for 100,000

Brockton, Massachusetts. The Great Shoe City filled with workers and winners. A Dry Town doing Big Business. People have money to spend.

# Brockton Daily Enterprise

Daily Edition exceeds 15,000. 12 to 32 pages Flat Commercial rate 35 cts. per inch

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Afternoon Paper, Sells for 2 cents

Carries a page of want advertisements. Best paper. Leading general advertisers use it



# May We Employ Your Salesmen During This Fall and Winter?

If your dull season is the fall and winter and you cannot keep your salesmen busy during that part of the year, transfer their services to us these months only—our time for sales—and hold your sales organization intact for your next season.

If this proposition interests you, write at once advising if your men sell on commission or for salary, "M. E.," Box 152, care of Printers' Ink.

The agency that insists on studying the business thoroughly before it arrives at conclusions must decline to compete for new business on the basis of speculative copy and designs.

FULLER & SMITH, Cleveland

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# The Little Schoolmaster's Classroom

THE Schoolmaster wonders if advertising men have noted anything of unusual significance in the promotion of the newest "biggest hotel in the world." It happens this time to be the projected Commonwealth Hotel of New York, with a promise of twenty-eight stories and 2,500 rooms. The whole of the \$15,000,000 capital needed is to be raised by popular subscription, \$100 and no more to each subscriber, but that arrangement is possibly not the most striking thing about it. A newspaper page or two in several cities have been used to back up the local crews of canvassers, and more will follow, but neither is that the important point.

The fact that this hotel company, which contains well-known business men, including two national advertisers, C. H. Ingersoll, of the watch company, and W. J. Hoggson, until recently of Hoggson Bros, construction designers, judged it possible, or cheaper, or, all things considered, more expedient, to go direct to the public for its capital, is something worth thinking about. this attempt is successful, the lead will possibly be followed by other attempts in business promotions, some of them substantial and others not so substantial. Is advertising as a whole going to be benefited by an influx of appeals to buy stock in new enterprises which may or may not turn out disastrously? Ought widows and orphans to be urged to put their money into undertakings which are a long way from having a demonstrated earning power? A business man may be justified in taking what the financial world calls "a business man's risk," but how about the great uninformed public who does not know how to distinguish between an investment and a speculation? Any good banker will caution a person of

small means against investing in enterprises which have not a long record of substantial earnings. A thing may look beautiful on paper, but in practice it may not be able to earn its fixed charges. The Schoolmaster believes that in making new flotations, the risks should be taken by persons who can afford to lose if the original hopes of success should not be realized. These risks are bound to be large in any new business undertakings. Widows, orphans and persons of small means should be encouraged to seek the safety of their principal first, rather than to grasp for the big profits which can only come from taking corresponding risks.

It will be understood that these comments apply to undertakings which are thoroughly honest in conception and backed by men of genuine integrity. The point at issue is whether the public, through advertising's powerful aid, ought to be urged to come in at the initiation of an industrial undertaking or whether such ac-tion should not be deferred until the project has had time to ripen and has demonstrated its power to earn dividends over a reason-able period of years. Of course, there are fake promotions such as mining propositions which are only prospects and rubber plantations which have yet to be planted. Such financial advertising is properly refused by the best mediums nowadays. But now we must also consider the ethics of intrinsically honest promotions managed by good men and with the best motives. How far is it wise to appeal to the general public in such cases? Ought not the appeal to be directed rather to business men who will go into the enterprise with their eyes open, prepared to accept a loss philosophically, and who stake their money without any illusions as to the chances involved?

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# Not Much Time Left

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An increase in the advertising rate of Good Health will go into effect with the January issue. The new rate will be based upon paid-in-advance circulation Dec. 1st. That the new rate will be much higher than the present rate is a foregone conclusion because—on Sept. 1st we were giving 25% circulation in excess of the "guaranteed net" on which our present rate is based and—the excess is increasing steadily. There isn't much time left in which to use space in Good Health at the present very low rates.

Advertising GOOD HEALTH 1810 W. Main St. Manager GOOD HEALTH Battle Creek, Mich.



Advertising and Sales Managers should have at hand

# FRENCH'S ADVERTISING CAMPAIGN SCHEDULE

YOUR CHOICE OF SOOD POSSIBLE CAMPAIGNS, APPLICABLE TO LOCAL OR NATIONAL SALES PROMOTION

Stimulates the Gray Matter. A Compendium of Ideas. Send 25c. for your copy. E. W. FRENCH CO., 1 Beekman Street, New York

"GIBBONS Knows CANADA"



An organization of artists built on a business basis. Each man a specialist in one particular branch of poster art. Operating collectively the organization brings concentrated experience to bear on all drawings.

Do You Need New Blood?

I seek the chance to "produce" in a large sales-promoting organization. Now partner in \$50,000 plant allied to printing in Ohio; handle sales, advertising, efficiency work. Printing experience, typography particularly. Not a wizard, hardly a "big man"—yet, but combine enough temperament, horsesense and grit to desire his company. Have the grit to desire big company. Have the personality, grasp and pep, tempered by judgment; stand high with big business men locally. Don't want detail by judgment; stand high with big business men locally. Don't want detail work or secretaryship; want constructive, creative responsibility. Prefer sales-promoting house to regular agency. Age 30, married. Send for specimens of my house-organ copy, ads., notices, etc., which will give you a line on my work and reputation. Salary unimportant, but not under \$2,100 to tegin. Address "C. M.," Box 151, Printers' Ink.

# **Book Salesmanager Wanted**

A successful mail order publishing house about to open an agents' department, requires an experienced subscription book man to organize and manage new department. Will pay drawing account and commission on all sales. This is a big proposition with great possibilities for the right man. Full particulars first letter. "W. B.," Box 156, care Printers' Ink.



The Leading Monthly Legal Publication

Keeps the attorneys abreast of the

The road to the legal profession. A good medium in a productive field.

Forms close November 10th for December issue

The Lawyers Co-op. Pub. Company Rochester, N. Y.

Old seasoned concerns like the National Biscuit Co. and Swift & Co. with records of having paid dividends of 7 per cent over a long period of years, might ad-vertise their stocks to the general public without incurring criticism, -although even then, conserva-tive bankers would advise women and persons of limited means to choose high-class bonds from which the element of chance has been removed as much as is humanly possible. But if a brand new biscuit manufacturer or a brand new packing-house, with its plans still in the paper stage, were to seek capital, it would be wise to confine its appeals to the business world rather than to seek out the small investor who could ill afford to incur the necessary risk. Of course, it may be argued that by limiting each pur-chaser to \$100, no great hardship is likely to result in the event that the unexpected happens and there is a total loss. But when the capital sought runs way up in the millions, it is, at the least, a seri-The Schoolmaster ous situation. is not a professional pessimist, but he feels that this is as good a time as any to sound a note of caution.

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"When does a man get too old to be efficient in business?" is a question that was recently asked of the Schoolmaster. Frankly, he doesn't know. Some men are incapacitated by age at sixty. Others are clear-brained and possess good executive ability at eighty. As long as a man retains his faculties and can adapt himself to the changing conditions of business he need not voluntarily drop out of the harness. One of the most active and most successful merchants of New York is James S. Coward, who conducts one of the largest retail and mail-order shoe businesses in the United States, who is 78 years old. He arrives at his store in Greenwich street every week-day morning at o'clock-so early, in fact, that the night watchman lets him in, and remains until 5:30 in the afternoon. He is still the active head

of the concern bearing his name and of which he is owner, al-though relieved of the details of management by his son, John Coward. In his grasp upon busi-ness and his ability to direct his 240 salesmen he is as capable as

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1 t he was at fifty years of age. One reason why so many elderly men are still in business is that they have learned through obserof the experiences vation others that retirement means loss of interest and getting out of touch with the throbbing, pulsating life of business to which they have been so long accustomed. The change is often followed by a mental and physical breakdown that proves fatal. The happiest old men the Schoolmaster knows are those who still find joy in work.

#### Have You a Position For This Young Man?

23 years old; single; full of ambition; no bad habits. High school graduate. Four years' experience in alsemanship; one year's experience as advertising solicitor and writer on a daily newspaper (29,000 clueutation).

Desires to locate with a well-known, reliable wholesale manufacturing confern as assistant advertising manager where there is a future ahead of him.

He is looking for an esceptional opportunity but believes he is that kind of a young man. Address E. G. H., Box 153, care Printers' Ink.

# Lincoln Freie Presse

GERMAN WEEKLY LINCOLH, HER.

Takes the place of 280 County weeklies at 1-10 the cost. Great saving in bookkeep-ing, postage and electros. Rate, 35 cents. Actual average circulation 133,992



# ERICAN

ARGEST CIRCULATION

IN MOTORING FIELD
With quantity plus quality advertisers
get in American Motorist an ecrospitional
advertising medium circulating in present
cowners and dealers. Circulation 60,0002—
88% paid-in-advance subscription—100%
mail subscription—on news-stand sales
—no subscription solicitors—non-returnable 8500 increase in mail subscription
for last six months.

MAIN OFFICE:

RIGGS BLDG., WASHINGTON, D. C. Momber Audit Bureau of Circulations

# SOUARE TOP PAPER CLIPS The Clip that Grips

Packed 10,000 to the box, F.O. B. Buffalo.

10,000 - - - 17c per 1,000 50,000 - - 13c per 1,000 100,000 - - 10c per 1,000 500,000 - - 9c per 1,000 1,000,000 - - - 8c per 1,000

Buffalo Automatic Mfg. Company 457 Washington Street Buffalo, N. Y.



# Classified Advertisements

#### ADVERTISING AGENCY SERVICE

"Mighty good stuff!" says Alexander Hamilton Institute. "Very enthusiastic about them!" Hammond Typewriter Company. A Dignified, Distinctive, Different Way to Make Friends, Create Good Will, Sell Goods: Ask Burton Bigelow, Indianapolis.

#### ADVERTISING FILMS

Advertising plays and educational industrial pictures are made and distributed by the E. I. S. Motion Picture Corp., 205 W. 40th St., New York City.

#### ADVERTISING MEDIA

# CUBA

#### DO YOU COVER CUBA?

LITTLE MONEY will do it. Virtually all of the tremendous buying power of Cuba and the Isle of Pines is reached by two or three Spanish and English-Spanish mediums of general circulation. One of these is The Times of Cuba, a monthly review, which covers the English-reading population and the great sugar centrals, the rapidly growing mining industry and the agricultural field. In combination with one or two purely Spanish publications, it covers ALL the field. Here are a few of the many American advertisers who use our space: Victor Talking Machine Co., Van Camp Packing Co., The Texas Company, Swift & Co., Armour & Co., Joseph Dixon Crucible Co., Borden's Condensed Milk Co., Colgate & Co., Couthern Railway. Agency service without agency cost. Write to us at "Malecon y Blanco, Havana."

# THE TIMES OF CUBA

#### BACK NUMBERS

BACK COPIES, PRINTERS' INK, and ALL N. Y. C. PAPERS—S & M of N. Y. 450—4th Ave.

#### BALLOONS

Ask AMERICAN BALLOON CO., 38 E. 23rd St., N. Y., for samples of these wonderful trade magnets—the missing link between general publicity and consumer demand. COST IS TRIFLING.

#### BOOKLETS AND CATALOGUES

A sample case of attractive envelope booklets that cost little, due to standardized manufacturing, will be sent upon request of business firm enclosing 10c. Money back if not satisfied. The Dando Company (Manufacturers), 34 S. Third Street, Philadelphia, Pa.

#### BUSINESS OPPORTUNITIES

WE WANT A PARTNER

The man we want must be aggressive, have selling and executive ability, and able to make financial investment. Our art service offers unlimited opportunities. Write full particulars, Box 873, care Printers' Ink.

#### Exceptional Magazine Opportunity

Whole or controlling interest in monthly class publication established three years. Unique in its field. Splendid future. Snap for quick action. Box 878, P. I.

#### COLLECTIONS

For Advertising Agencies, Publications, etc. RE\$ULT\$ everywhere. Send your slow accounts here for collection. Offices of Benjamin A. Javitz, N. Y. City.

#### EMPLOYMENT BUREAUS

High grade librarians, private secretaries, stenographers, indexers and file clerks. Service Bureau, 220 Broadway, New York City. Tel., Cort. 4968.

#### HELP WANTED

BUSINESS MANAGER FOR NA-TIONAL WEEKLY. Experience and some financial backing essential. Business manager, P. O. Box 1242, Washington, D. C.

AGENTS—To sell Oils, Belting, Hose, Paint, Varnish to factories, mills, auto owners, stores, threshers, outside large cities. Excellent proposition. Paid weekly. O. L. DOTY, General Manager, Cleveland, Ohio.

### Advertising Manager Wanted

Young man with experience in copy, layout and house-organ work. Must have imagination and energy. Splendid future. Salary moderate to start. Address The R. S. Williams & Sons Co., Limited, 145 Yonge St., Toronto, Ontario, Can.

WANTED—Western knit goods concern wants a young man to handle advertising, management and details. Must be familiar with either clothing or dry goods trade advertising. Good connections can be made by the right party. Size of town 2,500. Business largest of its kind in America. Address 215 S. Market St., Chicago, III.

WANTED—Advertising Solicitor and Copy Writer controlling \$150,000 to \$250,000 gilt-edged business can make most desirable connection with medium sized Chicago agency of high standing. Salary of commission as preferred. Chance to secure stock interest. No capital required as company has ample means and universal credit. Address Box 874, Printers' Ink.

Frederick Loeser & Co., Brooklyn, N. Y., desire the services of a young man who can write clear, direct, forceful advertising and who has already proved his ability in a large-retail store. This is an exceptional chance for a man of the right caliber. Apply, by letter only, stating experience, age and full particulars. Communications will be considered confidential.

PRINTING SUPERINTENDENT
WANTED—Capable man to take charge
of modern plant doing high grade work.
State experience. Confidential. Box
871, care Printers' Ink.

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#### POSITIONS WANTED

#### Put Dynamic Selling Ideas

in that folder or booklet. Let me design and write it. No fee unless you O. K. results. Box 880, Printers' Ink.

Youth, age 16, student I. C. S. Advertising Course, wishes position with New York agency or manufacturer where he will have opportunity to learn advertising business. Willing to begin low. "W. W.," Box 876, care Printers' Ink.

My brother, 19, wants advertising start. High school graduate, good calibre. Some outside experience. Not policy to take him with me. Advertising Manager, Box 868, Printers' Ink.

HAVE you a place in your organization for a man 32 years of age, well educated, and a fluent, forceful correspondent, who has for a number of years served with one concern as office manager and director of sales service plans? Box 865, care Printers' Ink.

#### Advertising Man

35, married. Extensive agency and merchandising experience. Unusually successful. Desires connection with reputable agency or as advertising manager. At liberty November 20. Salary to start \$5,000, with live prospect for advancement. Address 867, care P. I.

Expert Rate Man and Office Manager, now employed in the Middle West, wishes to return East for family reasons. A man who has held big jobs with the biggest agencies. His present connection will be sufficient reference to anyone with a big job open or who expects to have a big job open in the near future. This advertisement invites preliminary correspondence only; if you are interested we can soon talk terms. Address Box 875, Printers' Ink.

#### DETROIT

Young man, three years manager of export advertising for \$2,500,000 house. Aggressive and experienced in house organ, follow-up, dealer helps, newspaper publicity and copy writing. Now employed; wish better opportunity. Prefer automobile, agency, or small business needing development; domestic or export. Capable of organizing and managing export advertising department. Age 26, married. Box 804, Printers' Ink.

An organizer by nature,

a salesman by training, a planner by preference, a systematizer by experience. Knowledge type, copy, correspondence systems, follow-up campaigns—experience in all. Age 26; married; now employed. Will change for \$2,500. Box 879, care Printers' Ink.

Experienced agency advertising
 writer, 25, desires more advantageous connection, where opportunity
 is broad enough to suit his ambitions

and salary large enough to suit his ability. Varied experience in every style and form of publicity, in merchandising and in dealer co-operative work justifies his confidence to undertake any proposition. Willing to come for interview if given full details and if samples appeal. W. C. K., 7334 Idlewild St., Pittsburgh, Pa.

#### ADVERTISING SPACE BUYER

If you have an opening in your organization which you consider should be filled by a high-priced man affording too moderate a salary for such a man, why not grant me an interview and let me convince you that the services of an efficient woman will answer your every requirement? Have been manager and space buyer for the past five years of the magazine and newspaper department of a large and well-known advertising agency; my past performances are open to investigation. S. M., Box 865, care P. I.

# Space Buyer and Office Manager

Am now connected with one of the largest advertising agencies in the United States, in above capacity, but want to make a change, as I am dissatisfied with present surroundings. Have held present position 6 years.

Have bought space in newspapers, magazines, farm papers, mail order papers, etc., for 15 years and KNOW rates and mediums.

During my experience I have handled large as well as small accounts and have what I firmly believe is an unduplicated record for obtaining position and contract concessions.

My intimate knowledge of the details of an advertising organization and my success as an executive have earned for me an enviable reputation as organizer and manager.

I want to get in touch with an advertising agency or advertiser who can use such services. Box 870, Printers' Ink.

#### PRESS CLIPPINGS

ROMEIKE'S PRESS CLIPPING BUREAU, 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable bureau, Write for circular and terms.

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